

SUPPLEMENTAL/BID BULLETIN NO. 1

This Supplemental/Bid Bulletin is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 17 July 2019 for the **Procurement of Full Service Creative Agency for the SEA Games 2019 (REI No. 2019-008)**.

- I. The following provisions under the "IV. Scope of Work and Deliverables" in the Terms of Reference are hereby amended:

OLD PROVISIONS	NEW PROVISIONS
<p><i>Content Creation</i></p> <ul style="list-style-type: none"> - To produce one (1) AVP that will feature sports tourism targeting the South East Asian countries - Length of AVP: maximum of 2 minutes and minimum of 1 minute and 30 seconds - To connect with the public to emphasize the benefits of this event to the Filipinos, highlighting the tourism sector - Production of at least 5 dynamic and 5 static digital content derived from the AVP visuals - To create media plan for 30th SEA Games 2019 - To provide moment and seasonal marketing content as needed - To recommend other marketing promotional materials as needed 	<p><i>Content Creation</i></p> <ul style="list-style-type: none"> - To produce one (1) AVP that will feature sports tourism targeting the South East Asian countries. <u>Sports that DOT wants to promote are golf, surfing, arnis, triathlon, basketball and soccer/ football.</u> - Length of AVP: maximum of 2 minutes and minimum of 1 minute and 30 seconds - To connect with the public to emphasize the benefits of this event to the Filipinos, highlighting the tourism sector - Production of at least 5 dynamic and 5 static digital content derived from the AVP visuals - To create media plan for 30th SEA Games 2019 - To provide moment and seasonal marketing content as needed - To recommend other marketing promotional materials as needed
<p><i>Digital Media Placement</i></p> <ul style="list-style-type: none"> - SEO and SEM, YouTube, Facebook - Media Placements in South East Asian countries 	<p><i>Digital Media Placement</i></p> <ul style="list-style-type: none"> - SEO and SEM, YouTube, Facebook - <u>Media Placements target countries are South East Asian countries especially Indonesia, Thailand and Malaysia</u>
<p>Comprehensive Report</p> <ul style="list-style-type: none"> - To provide monthly assessment and implementation reports to reflect the success rate of the implemented 	<p>Comprehensive Report</p> <ul style="list-style-type: none"> - To provide monthly assessment and implementation reports to reflect the success rate of the implemented

OLD PROVISIONS	NEW PROVISIONS
strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics.	strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics.

- II. The following provisions under the "MILESTONES", "V. Project Duration and Budget Allocation" in the Terms of Reference are hereby amended:

OLD PROVISIONS		NEW PROVISIONS	
MILESTONES	% OF PAYMENT		% OF PAYMENT
Submission of Approved Storyboard for AVP	15%	Submission of Approved Storyboard for AVP	15%
Submission of Approved Media Plan	15%	Submission of Approved Media Plan	15%
Submission of rollout report of approved placements for October 2019	10%	Submission of rollout report of approved placements for October 2019	10%
Submission of rollout report of approved placements for November 2019	10%	Submission of rollout report of approved placements for November 2019	10%
Submission of rollout report of approved placements for December 2019	10%	Submission of rollout report of approved placements for December 2019	10%
Completion of TVC materials.	15%	<u>Completion of AVP Material</u>	15%
Completion of all multimedia materials	15%	Completion of all multimedia materials	15%
Submission of Terminal Report for the whole campaign	10%	Submission of Terminal Report for the whole campaign	10%
TOTAL	100%	TOTAL	100%

- III. The Criteria for Evaluation of the Technical/Bid Proposal is hereby amended, as follows:

"B. Technical Bid/Proposal Criteria and Rating (70% passing score)

OLD PROVISIONS			NEW PROVISIONS		
CRITERIA		RATING		CRITERIA	RATING
A.	Quality of Personnel to be assigned to the project	20%	A.	Quality of Personnel to be assigned to the project	20%
	I. Similar projects handled	10%		I. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%		II. <u>Career experience in terms of creative agency -10%</u>	10%
				<u>At least 5 years experience in</u>	

OLD PROVISIONS				NEW PROVISIONS			
CRITERIA			RATING		CRITERIA		RATING
						<i>creative agency handling a client or working under a multinational company – 10%</i> <i>At least 5 years experience in creative agency handling a client or working under a local company with nationwide reach – 8%</i> <i>Zero (0) experience in creative agency – 0%</i>	
B.	Expertise and Capability of the Firm		30%	B.	Expertise and Capability of the Firm		30%
	I.	Production Capability			I.	Production Capability	
		Video Production	20%			Video Production	20%
		Media Planning	10%			Media Planning	10%
C.	Plan of Approach and Methodology		50%	C.	Plan of Approach and Methodology		50%
	I.	Creative Rendition			I.	Creative Rendition	
		AVP Concept	15%			AVP Concept	15%
		Treatment	10%			Treatment	10%
	II.	Media Plan			II.	Media Plan	
		Type of media placements	5%			Type of media placements	5%
		Choice of media platforms	5%			Choice of media platforms	5%
		Quality of media values	5%			Quality of media values	5%
	III.	Over-all Impact	10%		III.	Strategy and methodology	10%
TOTAL			100%	TOTAL			100%

IV. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

- For the presentation, agency must present the story board and visual media schedule. Include in the presentation provisions for seasonal content with their recommendations. The presentation will be scheduled on July 31, 2019.
- The target market for the AVP are foreign tourists. For the static and dynamic posts, it will be local and foreign tourists. The AVP should feature sports tourist and SEA Games 2019. Kindly note that the AVP should be a stand-alone. Agency should also adopt the SEA Games branding. For reference, visit the SEA Games at <https://2019seagames.com/>.
- All posts will be cross posted in the DOT social media platforms as well in the SEA Games page.
- Upon signing of contract, the awarded bidder can start production already. September 2019 is for AVP production. October 2019 is the start of releases and placements.
- For the budget, PhP5 Million should be allocated to digital media placements while PhP15 Million is for content production.
- The awarded agency is only in charge of content production and digital media placement. Uploading and community management is not under them.
- Attach "It's More fun in the Philippines" 2019 Brand book. File is titled 'Brand Manual IMFITP 2019'

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.


ASEC. ROBERTO P. ALABADO III
BAC Chairperson

23 July 2019