



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Social Media Management and Strategic Planning Agency (DOT-BAC REI No. 2021-003)

This **Supplemental/Bid Bulletin No. 1** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 27 April 2021 for the aforementioned project. This shall form part of the Bidding Documents

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

A. On the Terms of Reference

- Media planning and buying will be care of the DOT's media agency. However, bidders are requested to propose their media plan and strategy to achieve the KPIs indicated in the TOR.
- Target audience is both local and international
- Bidders are welcome to propose new social media platforms aside from the ones mentioned in the TOR.
- Production of social media content such as videos, photos, social cards, and other digital content is required as part of the Social Media Management.
- Increasing numbers of DOT's social media platforms is an integral part of the campaign but call-to-actions can vary according to the social media platform.
- Budget should include community management and production of content
- Bidders were reminded to maximize the given Approved Budget for the Contract (ABC) of PhP35,000,000.00 since the evaluation procedure to be used for this project is Quality-Based Evaluation Procedure.

B. On the Bidding Documents

- There is no limit on the number of pages for TPF.2 (Consultant's References)
- It was clarified that there are no changes on the templates and forms, However, bidders were advised to make sure that the criteria in the technical rating will be reflected in the Curriculum Vitae of the proposed personnel and other documents to be rated accordingly.
- Unnotarized Bid Securing Declaration and Unnotarized Omnibus Sworn Statement will be allowed/accepted during the submission of bids, pursuant to GPPB Resolution No. 09-2020 (dated 07 May 2020), subject to compliance therewith during post-qualification.
- Bidders will be allowed to submit unnotarized TPF.6 (Format of Curriculum Vitae for proposed Professional Staff), as well as the use of digital or electronic signature on the said form, pursuant to GPPB Resolution Nos. 16-2019 and 09-2020. However, bidders are required to submit the notarized forms during post-qualification.

C. On the Pitch Presentation

- Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on 10 May 2021 at 10:00 AM will be required to present to the BAC Members and Technical Working Group on 11 May 2021 via MS Teams from 3:30 pm onwards, as part of the Technical Bid Evaluation. The order/sequence of the presentation will be announced after the opening of Technical Bids.

- As part of the social media campaign proposal, bidders are requested to pitch in ideas that will sustain the want of our target market to travel.
- Bidders are reminded of the following during pitch presentation: (1) to skip the credentials and go straight to the main idea; (2) introduce the proposed team who will handle the account; and (3) Out-of-the-box ideas are highly encouraged.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and fifteen (15) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the technical bid envelope.

II. Response to Additional Inquiries received from Shortlisted Consultants

1. From EON, Inc.


What is the parameters on the target of International Audiences?

- Will this involve a focus on Asia or Europe or other continents or international audiences in general?
- Which is the expected priority? Domestic/Local audiences or International Audiences?

This will depend on the social media platform. As of now our main concern is that most of the time, our FB pages - The Philippines page, DOT Corp page, DOT Instagram, and DOT Twitter share the same content, same tone, and the same message. We want to be able to communicate to different target markets in different platforms

For the guidance and information of all concerned.

03 May 2021


USEC. ROBERTO P. ALABADO III
 DOT-BAC Chairperson 