



SUPPLEMENTAL/BID BULLETIN NO. 2

Procurement of Consulting Services for the Social Media Management of the Department of Tourism (DOT-BAC REI No. 2020-011)

This **Supplemental/Bid Bulletin No. 2** 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 17 July 2020 for the aforementioned project. This shall form part of the Bidding Documents.

I. The following portions of the Bidding Documents are hereby amended as follows:

A. Section VI. TERMS OF REFERENCE

II. Scope of Work and Deliverables

Scope of Work	Deliverables
Managing all Social Media accounts (strategy, engagement, and community management)	<ul style="list-style-type: none">- To create a content calendar for all social media accounts with supporting proposed materials to generate engagement- To capture active social media communities- To conceptualize and execute social media activities to drive engagement, such as but not limited to contests, promos, etc. (cost of prizes must be within the ABC of this project and any required permits is care of the winning agency)- To further increase our number of following by at least 70% upon the execution of contract. <u>(Considering the current situation, the increase should come from the domestic market)</u>

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

A. On the Terms of Reference

- Priority key performance indicator is still **awareness** for all the DOT social media platforms
- KOLs (Key Opinion Leaders)/ Influencers will be proposed by the bidders and respective fees should be included in the given budget

B. On the Pitch Presentation

- Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on 30 July 2020 at 10:30 AM will be required to present their proposed campaign to the BAC-TWG on the same day via MS Teams from 1:00 pm onwards, as part of the Technical Bid Evaluation.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and ten (10) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit three (3) sets of print-outs and flash drive of their presentation, to be included in their technical and financial bid submission on 30 July 2020.

III. Response to Additional Inquiries received from Shortlisted Consultants

1. From Tribal DDB, Inc.

- **Are there specific tourism products that they want us to push or dependent on regions that will open for tourism?**

Promotion of domestic sites that are open for tourism. Agency is free to provide examples of their proposal regardless of current quarantine status. Based on the survey, beach activities, road trips, and private tours are trending tourism activities. The DOT is also keen on promoting safety protocols and measures with regards to travel.

- **Are there mandatories on materials: IMFITP logo? Etc.**

DOT branding will always be mandatory especially on produced materials; branding for the COVID messaging/positioning is also required (this will be provided by the Branding Office)

- **Is there a priority platform for the DOT? When it comes to importance, every DOT social media page plays an important role. Please see positioning for each:**

DOT Official facebook page – (<https://www.facebook.com/DepartmentOfTourism/>) – corporate page; used for the department’s announcements of press release, updates, policies; targeted for domestic audience, page to publish official ads

DOT The Philippines – (<https://www.facebook.com/itsmorefuninthePhilippines/>) – marketing page; targeted for the international and local market; page to use to promote booking aggregators/ tour packages/ KOLs/ content partnerships

DOT IG page (https://www.instagram.com/tourism_ph/) – promotions of visual content, short-form videos

DOT Twitter (<https://twitter.com/TourismPHL>) – community building; conversation starters

DOT Youtube (<https://www.youtube.com/morefunph>) – content generating platform – materials are mainly used for the website

DOT Tiktok (<https://vt.tiktok.com/UWBDke/>) – to reach the younger generation; make viral videos

- **What is the role of the DOT FB page vs The Philippines page?**

DOT Official facebook page – (<https://www.facebook.com/DepartmentOfTourism/>) – corporate page; used for the department’s announcements of press release, updates, policies; targeted for domestic audience, page to publish official ads

DOT The Philippines – (<https://www.facebook.com/itsmorefuninthePhilippines/>) – marketing page; targeted for the international and local market; page to use to promote booking aggregators/ tour packages/ KOLs/ content partnerships

- **Is there a current Playbook that we can base content on? What needs improvement?**

DOT Brand book (please see attached). Agency is encouraged to give recommendations

- **What are the current stats (engagement rate, follower growth, etc) of the different platforms?**

Please see attached Performance report (December 2019)

2. From EON (Events Organizer Network), Inc.

- **Does the DOT have specific regulations and guidelines for the new normal that can be shared to the agencies? Are there any regulations per regional borders especially to places that are tourist spots?**

Please refer to www.philippines.travel/safeph

- **Is a presentation of our bid proposals required? If yes, when is the estimated date for presentation of proposals by agencies?**

Yes, shortlisted consultants who will be declared “passed” during the opening of technical bids on 30 July 2020 at 10:30 AM, will be required to give a 30-minute presentation on the same day at 1:00 PM onwards to the BAC-Technical Working Group.

- **Upon opening of tourist destinations coming September, are there any festivals that the Department of Tourism is eyeing to participate in? Would it be possible to enumerate all or some of the festivals?**

As part of the New Normal, we will coordinate first with the LGU for the safety protocols and wait for the IATF’s guidelines

- **On the Gender and Development Requirements, is there a reasoning as to why this was included in the Terms of Reference? Is there a particular message the DOT would want to communicate regarding this? What is the objective of this addition as well?**

This is a requirement for all agencies of the government. We want our messaging and content to be all-encompassing; sensitive to gender, race, age, culture, and religion.

- **May we also request for a copy of the Gender-Fair Media Guidebook?**

Please see attached Gender-Fair Media Guidebook

- **The DOT mentions in the Scope of Work under Purchasing and Monitoring Paid Social Media: “To craft paid campaigns that may yield to returns (e.g. increased traffic, increased visibility, booked a flight, redirected to private partners, etc.)” To clarify the vagueness of KPIs for traffic, impressions, especially on bookings for hotel/tours, is there a baseline KPI for these metrics (number of visits, bookings, etc)? We are looking specifically at bookings for hotels and tours which is a new KPI we need to achieve in contrast to the 2019-2020 engagement’s TOR we had)**

The paid social media campaigns will be made and approved together with the end-user. There is currently no baseline yet for flight bookings and traffic in partner sites as this is something new that we plan to introduce later this year. We would like to remind the bidders that the Scope of Work is not your pitch presentation.

What the Technical Working Group wants to see in your pitch are your content strategies that will result in a higher number of followers and engagement. We want to know how you will position and brand the DOT and Philippine tourism in social media using visuals, tone and by maximizing the unique features of each platform.

For the guidance and information of all concerned.

23 July 2020


ASEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson