



## 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 Services of a Social Media Management and Strategic Planning Agency (REI No. 2019-005)**.

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

- **On Terms of Reference**

OLD PROVISION	NEW PROVISION
<p><b>V. Project Duration and Budget Allocation</b></p> <p>The Approved Budget of the Contract (ABC) is Thirty Million Pesos (PhP30,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges and other fees as may be incurred in the process. The campaign will be implemented from September to December 2019.</p>	<p><b>V. Project Duration and Budget Allocation</b></p> <p>The Approved Budget of the Contract (ABC) is Thirty Million Pesos (PhP30,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges and other fees as may be incurred in the process. The campaign will be implemented from September to December 2019.</p> <p><b><u>Additional Clause: The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.</u></b></p>
<p><b>VI. Qualifications</b></p> <p>1. The agency must be a full-service media agency with the required manpower/personnel and staff that is duly established in the Philippines</p>	<p><b>VI. Qualifications</b></p> <p>1. The agency must be a <b>full-service social media agency</b> with the required manpower/personnel and staff that is duly established in the Philippines</p>
<p><b>VII. Criteria for Rating</b></p> <p>Technical Bid/Proposal Criteria and Rating (70% passing score)</p> <p>A. Quality of personnel to be assigned to the project</p> <p>I. Similar projects handled II. Level of experience with similar nature of work (10%)</p>	<p><b>VII. Criteria for Rating</b></p> <p>Technical Bid/Proposal Criteria and Rating (70% passing score)</p> <p>A. Quality of personnel to be assigned to the project</p> <p>I. Similar projects<sup>1</sup> handled <b><u>II. Career experience in terms of social media management and strategic planning (10%)</u></b></p> <p><b><u>-At least 5 years experience in digital media and handling a client or working under a multinational company – 10%</u></b></p> <p><b><u>-At least 5 years experience in digital media and handling a client or working under a local company with nationwide reach – 8%</u></b></p> <p><b><u>-Zero (0) experience in digital media – 0%</u></b></p>

<sup>1</sup> Similar projects refer to the same nature as the project to be bid (i.e. Social Media Management Campaign for Brand X; private or government)


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

- Bidders are instructed to give a 30-minute presentation of their Social Media Campaign Strategy on 31 July 2019 at the DOT Multi-purpose Conference Room, 6<sup>th</sup> Floor, DOT Building, as part of the Technical Bid/Proposal Criteria and Rating. The presentation must include:
  - a. Social Media Campaign Strategy latching on the current campaign of DOT: It's More Fun in the Philippines
  - b. Content Calendar which includes schedule of posts, sample infographic and social card pegs, tonality and other relevant details
  - c. Schedule of content plan from September to December 2019 (mentioned additional media values, if any)
  - d. Standard and cost for virality – as mentioned in the pre-bid conference, virality will be based on the budget and how much engagement it will generate.
- Attached is the "It's More Fun in the Philippines" 2019 Brand Book with file name: *Brand Manual IMITP 2019* (for presentation reference).
- Bidders can refer to the following link for the comprehensive data for the digital usage of the Philippines:  
  
  - <https://datareportal.com/reports/digital-2019-philippines>
  - <https://datareportal.com/reports/digital-2018-philippines>
  - <https://wearesocial.com/global-digital-report-2019>
- Bidders can refer to the following list of official social media accounts of the Department:  
  
  - FB: The Philippines, Department of Tourism – Philippines
  - IG: tourism\_ph
  - Twitter: @TourismPHL
  - YouTube: Tourism Philippines
- As reiterated in the Pre-bid conference, awarded bidder should comply with the dates in the contract. If there will be instances that the dates are not met, 1/10<sup>th</sup> of 1% of the total underperformed contract amount for every day of delay shall be imposed, not by way of penalty, but as liquidated damages.
- In the event of an unforeseen delay in the dates of implementation or delivery of services, the awarded bidder must notify the project officer so that the project officer can decide whether to extend the deadline and make the necessary changes or amendments and update the contract.
- The Branding office will provide destinations and tourism products to be highlighted as soon as the contract is awarded.
- The calendar of events shall be from the upcoming events/festivals posted in the [www.philippines.travel](http://www.philippines.travel) website. The bidders can also recommend events / destinations / tourism-related issues that they think should be included in the list.
- Community Management for all DOT social media platforms is included in the bid.
- The counting of the accumulated increase in the various social accounts will only be counted until December 31, 2019.

- For the Digital Media Partnerships, there is no minimum number of people. They can just recommend as long as it fits the budget. It is safe to assume that the content the media partners will produce will be cross posted in the official DOT accounts.

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**  
Chairperson, Bids and Awards Committee  
Department of Tourism

22 July 2019