



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Promotions of Philippine Islands, Award-Winning Philippine Destinations, and Tourism Products (DOT-BAC REI No. 2022-006)

This Supplemental/Bid Bulletin No. 1 is issued to lone shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 03 January 2023 for the aforementioned project. This shall form part of the Bidding Documents

The following clarifications and revisions are provided for the guidance and reference of the shortlisted bidder:

I. On the Terms of Reference

❖ Under Item II. Objectives, Scope of Work and Deliverables

a. Priority Dialects and Languages in AVP Translations

- i. *Priority languages are English, Korean, French, and other languages needed to use in countries in which DOT will have promotions
- ii. **Priority languages are Tagalog, Cebuano (Bisaya), Hiligaynon, Ilonggo, Ilocano, Bicol, Waray, Pangasinan, Maguindanao and Kapampangan

*subject to change as the need arises

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b. Production of Specific Marketing Collaterals

- i. The specific marketing collaterals needed to produce will be later identified by the end user as the implementation of project starts and progresses.
- ii. Only the KV design is needed first

c. Priority Destinations and Tourism Products

- i. Priority destinations will be later identified by the end user as the implementation of project starts and progresses.
- ii. The top 4 tourism products to be featured are:
 - Cultural Tourism – Heritage and Arts
 - Sun and Beach
 - Diving and Marine Sports
 - Culinary Tourism

d. Specific Target Location of Event Activation

- i. The end user will advise the specific location of event activations as the project starts and progresses.

❖ Under Item III. Scope of Price Proposal and Schedule of Payment

a. Inclusion of Media Budget to the Project Budget

- i. Excluding the media implementation, only the media plan is included in the project budget; the implementation is care of DOT

b. Inclusion of Event Production and KOL Fees to the Project Budget

- i. Event production and KOL fees are all included in the project budget

c. The proposed payment scheme is revised as follows:

Milestones		Payment %
Submission and Approval of Marketing Plan/Strategy Proposal	Must be accomplished within Month 1	20%
Submission of Approved Marketing Plan/Strategy	Must be accomplished within Month 2	<u>20%</u>
Submission and Approval of all AVP storyboards	Must be accomplished within Month 3	<u>20%</u>
Submission and Approval of all AVP materials edit-down requirements	Must be accomplished within Month 5	20%
Submission and acceptance of approved Marketing Collaterals	Must be accomplished within Month 6	10%
Submission and Approval of the Terminal Report	Must be accomplished right after completion of all milestones within Month 6	10%
TOTAL		100%

II. On the Bidding Documents

❖ Under Section V. Special Conditions of Contract

ORIGINAL			AMENDED		
GCC 53.5 (a) – No advance payment is allowed. In lieu of advance payment, the Consultant is allowed to be paid by the Procuring Entity upon completion of the following milestones:			GCC 53.5 (a) – No advance payment is allowed. In lieu of advance payment, the Consultant is allowed to be paid by the Procuring Entity upon completion of the following milestones:		
Milestones		Payment %	Milestones		Payment %
Submission and Approval of Marketing Plan/Strategy Proposal	Must be accomplished within Month 1	20%	Submission and Approval of Marketing Plan/Strategy Proposal	Must be accomplished within Month 1	20%
Submission of Approved Marketing Plan/Strategy	Must be accomplished within Month 2	10%	Submission of Approved Marketing Plan/Strategy	Must be accomplished within Month 2	<u>20%</u>
Submission and Approval of all AVP storyboards	Must be accomplished within Month 3	30%	Submission and Approval of all AVP storyboards	Must be accomplished within Month 3	<u>20%</u>
Submission and Approval of all AVP materials edit-down requirements	Must be accomplished within Month 5	20%	Submission and Approval of all AVP materials edit-down requirements	Must be accomplished within Month 5	20%
Submission and acceptance of approved Marketing Collaterals	Must be accomplished within Month 6	10%	Submission and acceptance of approved Marketing Collaterals	Must be accomplished within Month 6	10%
Submission and Approval of the Terminal Report	Must be accomplished right after completion of all milestones within Month 6	10%	Submission and Approval of the Terminal Report	Must be accomplished right after completion of all milestones within Month 6	10%
TOTAL		100%	TOTAL		100%

C. **On the Pitch Presentation**

- Bidders will be given forty-five (45) minutes to present (excluding the question-and-answer portion) to the Secretary, DOT officials, BAC-TWG and other tourism stakeholders that the DOT may invite during the pitch presentation.
- The Pitch Presentation for this campaign will be on **23 January 2023 at 10:00 A.M to be held at the Multi-Purpose Hall, 6F DOT Bldg., Makati City**
- Shortlisted bidder is 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.

For the guidance and information of all concerned.

09 January 2023


ASEC. REYNALDO L. CHING
DOT-BAC Chairperson *sl.*