



SUPPLEMENTAL/BID BULLETIN NO. 1

**Procurement of Consulting Services of an International Media Planning,
Media Buying, and Placements Agency for the Department of Tourism
(DOT-SBAC REI No. 2023-005)**

This **Supplemental/Bid Bulletin No. 1** is issued to shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 29 May 2023 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 III. BID DATA SHEET

ITB Clause	REVISED PROVISION
18	The address for submission of bids is 4 th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City. The deadline for submission of bids is <u>June 14, 2023 (until 9:00 A.M. only)</u>
21.2	The address for opening of bids is 4 th Floor Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City. The Opening of Bids will be held on <u>June 14, 2023 at 10:00 A.M.</u>

B. Section VI. TERMS OF REFERENCE

ITEM NO.	REVISED PROVISION	
IV. Scope of Work and Deliverables	Scope of Work	Deliverables
	Submission of Integrated Media Plan	<p>Recommend an effective media campaign strategy that will align the tourism campaigns and new normal tourism products of the department / regions to the listed priority markets in terms of reach, frequency, and continuity.</p> <p>Recommend an integrated media campaign that includes partners with content that are gender sensitive.</p> <p>Recommend an integrated media campaign that is feasible within 5 months considering the required deliverables (research, implementation, and monitoring).</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution in opportunity and emerging international markets, such as <u>Western Europe, the Middle East, the Mediterranean and Southeast Asia.</u></p> <p>Proposed media plans (Visual media Schedule) should contain the following but not limited to:</p>

		<ul style="list-style-type: none"> • Top TV channels • Top radio channels • Top video-on-demand channels • Top online streaming channels • Top news publications, ideally all with online editions (magazine / newspapers) • Top news/tourism websites • Out-of-Home advertising placements • When necessary, on-ground events specific to tourism, travelling to the Philippines and promoting the Philippines' destinations and products • PR media values (features stories, native articles, interviews with media partners and vendors) • New digital platforms
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II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

A. Under Scope of Work and Deliverables

❖ **Media Study / Research**

- The Agency's proposal should consider that the Department of Tourism (DOT) will soon launch an enhanced branding campaign. One of the goals of the media placement is to maximize the campaign's exposure to the target audience through appropriate channels.
- Although the Tourism Promotion Board (TPB), a line agency of DOT, has its own media placement campaign, the Department's primary focus is on emerging and new markets, with the top 10 source markets for DOT the second priority. Consequently, the materials and assets for media placement by DOT will also differ.
- The pitch presented by the Agency will demonstrate its ability to strategize and provide recommendations based on data. It will also showcase how the Agency utilizes technology and creativity to propose a unique, strategic, and effective media placement plan.

❖ **Submission of Integrated Marketing Plan**

- ❖ Recommended tactics are suggested, the Agency reserves the right to propose its own channels and tactics based on the data it has researched for the campaign.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **14 June 2023 at 10:00 AM** will be required to present to the DOT Officials, SBAC Members, SBAC TWG and other tourism stakeholders that the DOT may invite during the pitch presentation.
- ❖ Bidders will be given thirty (30) minutes to present (excluding the question-and-answer portion).
- ❖ The pitch presentation is scheduled on **14 June 2023 starting at 3:00 PM onwards**, to be held at the **Multi-Purpose Hall, 6th Floor, DOT Bldg., Makati City**. Order of presentation is as follows:
 1. IPG Mediabrands Philippines, Inc.
 2. Touch XDA, Inc.

- ❖ Shortlisted bidders are requested to submit five (5) hard copies and soft copy in flash drive of the presentation deck to be included in the Technical Bid envelope.

C. Under Milestones

- ❖ The agency must be able to accomplish all deliverables by end of December 2023.

For the guidance and information of all concerned.

06 June 2023



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson