



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of a Local Media Planning, Media Buying, and Placements Agency for the Department of Tourism (DOT-SBAC REI No. 2023-006)

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 02 June 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
21.2	The address for opening of bids is 4th Floor, Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City. The Opening of Bids will be held on June 15, 2023 at 10:00 am .

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

A. On the Terms of Reference

❖ Item IV. Scope of Work and Deliverables

- The agency will have the 1st month to conduct Media Study/Research wherein planning, negotiations and discussions will also be conducted.
- The agency will have the 2nd to 6th month to implement the discussed Media Study on their done research on the 1st month.
- The agency can make a proxy campaign on their pitch presentation which will be rated based on their creativity on how they will execute the whole campaign.
- The agency must include all regions in the Philippines.
- The agency can use the innovative methods of advertising mostly but not limited to the use of digital billboards (3D billboards, LED billboards) and social media.

❖ Item V. Project Duration and Budget Allocation

- The agency must finish the project within the given milestone and should not shorten the months of implementation even though they think that it can be done for a shorter period of time.
- The agency should have a plan which will cover the 5-month implementation based on the milestone indicated on the TOR.
- The agency can recommend which platform should be allotted more budget. It will be based on the data that they have of which platform would be the best in able to achieve all the scope of work and deliverables within the specific time given.

❖ Item VI. Minimum Required Personnel under the Agency

- Key personnel must not possess any accounts that conflict with the interests of the Department of Tourism (DOT) and must have a substantial amount of time available to allocate towards successfully completing a project of this magnitude.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **15 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 **15 June 2023 starting at 4:00 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.

For the guidance and information of all concerned.

08 June 2023



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson