



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Digital Media Planning and Placements For the Global Campaign of the Department of Tourism (DOT-SBAC REI No. 2023-009)

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 21 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
1.2	<p>The Funding Source is: The Government of the Philippines (GoP) through <u>General Appropriations Act (GAA) – Continuing Funds 2022</u></p> <p>The name of the project is <i>Procurement of Consulting Services for the Digital Media Planning and Placements for the Global Campaign of the Department of Tourism</i></p>

B. Section V. SPECIAL CONDITIONS OF CONTRACT

GCC Clause	REVISED PROVISION																
24	The time period shall be for a period of four (4) months , effective from the Consultant's receipt of the Notice to Proceed																
53.5(a)	<p>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:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">MILESTONES</th> <th style="text-align: center;">Payment %</th> </tr> </thead> <tbody> <tr> <td>Submission and approval of the proposed digital media plan and strategy</td> <td style="text-align: center;"><u>10%</u></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation</td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation</td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 3rd month of project implementation</td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 4th month of project implementation</td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td>Submission and approval of the whole campaign and implementation of post-project assessment and workshop for the whole campaign</td> <td style="text-align: center;"><u>10%</u></td> </tr> <tr> <td>TOTAL</td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	MILESTONES	Payment %	Submission and approval of the proposed digital media plan and strategy	<u>10%</u>	Submission and approval of accomplishment report with proof of placements on the 1 st month of project implementation	<u>20%</u>	Submission and approval of accomplishment report with proof of placements on the 2 nd month of project implementation	<u>20%</u>	Submission and approval of accomplishment report with proof of placements on the 3 rd month of project implementation	<u>20%</u>	Submission and approval of accomplishment report with proof of placements on the 4 th month of project implementation	<u>20%</u>	Submission and approval of the whole campaign and implementation of post-project assessment and workshop for the whole campaign	<u>10%</u>	TOTAL	100%
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TOTAL	100%																

C. Section VI. TERMS OF REFERENCE

• **V. Project Duration and Budget Allocation**

1. The Project shall run for **four (4) months** upon receipt of Notice to Proceed.
2. xxx
3. xxx

MILESTONES	% of Payment
Submission and approval of the proposed digital media plan and strategy	<u>10%</u>
Submission and approval of accomplishment report with proof of placements on the 1 st month of project implementation	<u>20%</u>
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Submission and approval of the whole campaign and implementation of post-project assessment and workshop for the whole campaign	<u>10%</u>
TOTAL	100%

• **VII. Criteria for Rating**

- Stage 1 – Submission of eligibility documents
 Stage 2 – For shortlisted bidders, submit brief credentials and the proposed media plan

1. xxx
2. A pitch presentation is required and bidders are given a maximum of **forty (40) minutes** for each agency excluding the question and answer portion with SBAC and TWG members and such other individuals to be invited by the DOT.
3. xxx

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

A. Questions raised during the Pre-bid Conference

Question	Answer
What is/are our primary objective/s? Do we focus on awareness? Are there any conversion/action objectives?	The agency can focus on awareness rather than conversion.
Do we include local (PH) in the target market / audience? Is there an indicative split of focus / priority on local vs international audiences?	The agency can focus both on local and international audiences.
What are the priority markets/regions?	<ul style="list-style-type: none"> • Western Europe <ol style="list-style-type: none"> a. France b. Germany c. Austria d. Netherlands e. Switzerland • Mediterranean <ol style="list-style-type: none"> a. Italy b. Spain c. Israel d. Turkey • Southeast Asia <ol style="list-style-type: none"> a. Indonesia

	<ul style="list-style-type: none"> b. Malaysia c. Singapore d. Thailand e. Vietnam <ul style="list-style-type: none"> • Middle East <ul style="list-style-type: none"> a. UAE b. Saudi Arabia • South Korea • Japan • Taiwan • Australia • Canada • United States • United Kingdom • China
What factors should we consider in prioritizing target markets?	The agency should consider focusing on the tourism market. The agency can also suggest which market they want to focus on as long as they provide data to justify their recommendations.
Do we include MICE/business audiences?	The agency can include meetings, incentives, conferences, exhibitions, and business audiences and should have a strategy targeting both local and international audiences.
Do we consider tourism stakeholders?	The agency should focus on the travel market rather than tourism stakeholders.
Do we include/cover Luxury Travel / Tourism as a product / feature?	The agency can consider all kinds of market they want to feature based on their data.
The required personnel include Designer and Copywriter. What is expected from them vs what will be provided by DOT in terms of assets/content production?	The agency can maximize the Department's workable assets, including hero content, for media placements. The copywriter should prepare translations, changes, or digital versions of the content as needed.
Which websites should we consider for SEO / SEM: Philippines.Travel and 7641islands?	<ul style="list-style-type: none"> • The Philippines.travel is more stable and 7641islands.ph is built on WordPress hence it's easy to add articles and do keyword priorities. • The agency can propose the best way to integrate the two websites, Philippine.travel and 7641islands.ph, into a team for SEM. While Philippine.travel serves as a resource for travelers, 7641islands.ph is a digital magazine that showcases travel spots, guides, and stories.
What social media handles/pages will we use?	The agency will handle Tiktok, Instagram, Facebook, and Youtube.
Can you provide more details on the post-project report and workshop? Will this be an in-person session? Who and how many attendees from DOT?	The agency will download the learnings gained from the project. The employees from the Branding office and other relevant personnel (maximum of 30 personnel) will attend the workshop.
Are there any specific targets/KPIs for digital placements, e.g. reach, impressions, views, etc?	The specific targets/KPIs for digital placements include, but are not limited to reach, impressions, views, click-through rates (CTR), engagement rates (ER), conversion rates (CVR), and return on investment (ROI)
Can we add more personnel in the technical submission vs in the eligibility?	The agency can provide additional personnel as long as they do not replace or remove the key personnel
Is the presentation of brief credentials included in the 30-minute allocation?	The agency can present up to 40 minutes. The agency should present the strategy with digital placement.

Any mandatory on the content of the presentation?	<ul style="list-style-type: none"> The agency should present and explain their process for selecting the target market, including the rationale behind the choice of target market countries and the profile of the target audience. The agency should be able to provide data-driven insights to support their strategy and explain how they plan.
Given there's also digital media component across the DOT International Media Bid and TPB Global Media Bid, how will we manage the overlaps with this Global Media Campaign?	The agency should focus on the promotion of the new enhanced campaign. The IMC and digital media placements are the means to promote or distribute. The communication strategy for this new campaign is distinct from the two other international campaigns. The department will provide the IMC assets and ensure that all agencies work together cohesively to promote all campaigns effectively.
Regarding SEO, is this a strict requirement? Given that this is not driven solely by media and is more dependent on digital asset content and management.	The Philippine.travel website serves as a static guide for trip planning, while 7641islands.ph is geared towards inspiring travelers and encouraging conversion. Both websites can be utilized by the agency for digital placements and SEO campaigns to maximize their potential impact.
Are there any thematic whether new or existing materials that will be used for this bid/campaign?	The agency can leverage the Philippine Experience, a tour caravan that focuses on cultural events, to attract international tourists. The caravan is designed to travel around the country and promote cultural events. The agency can use media placements for event activation.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **04 July 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.
- ❖ The pitch presentation is scheduled on **04 July 2023 starting at 2:00 PM onwards**, to be held at the **Multi-Purpose Hall, 6th Floor, DOT Bldg., Makati City**. Order of presentation is as follows:
 1. Touch XDA, Inc.
 2. IPG Mediabrands Philippines, Inc.
- ❖ Shortlisted bidders are requested to submit eight (8) 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.

27 June 2023


USEC. FERDINAND C. JUMAPAO
 DOT-SBAC Chairperson