



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Strategy, Research, and Overall Direction for the Integrated Marketing Communications (IMC) Plan for “Love the Philippines” (DOT-SBAC REI No. 2023-018)

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 28 September 2023 for the aforementioned project. This shall form part of the Bidding Documents

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

A. On the Terms of Reference

I. B. Objectives	
The L.O.V.E themes / “pillars of love” are represented by the montage of iconography found in each letter of LOVE whereas: <ul style="list-style-type: none">• The icons found in “L” (eagle, sardines, butanding, pawikan etc) represent biodiversity of love• The icons found in “O” (sampaguita, waves, corals, sunsets etc) represent award-winning destinations & natural beauty of love• The icons found in “V” (windmills, festivals, vintas, weave etc) represent the archipelago of festive love• The icons found in “E” (mango, sorbetes, kakanin etc) represent gastronomical love	
II. Scope of Work and Deliverables	
Consulting	For the Consulting scope of work, the winning bidder is required to conduct and provide a market research and analysis for the Love the Philippines as this will guide the overall execution of the campaign and its resonance to the target market.
LTP Strategy Development	<ul style="list-style-type: none">• For the LTP Strategy Development scope of work, although DOT already has its existing “Big Idea” of its rebranding campaign which in essence is Love the Philippines (LTP), the winning bidder, through the IMC plan, is still expected to formulate strategies that will complete the overall brand identity of LTP.• The ABC amount should already cover the production costs of the LTP campaign jingle, talent fee, copyright registration, composition and any other costs required therein.
Creative Development	<ul style="list-style-type: none">• The scope of work for Creative Development primarily pertains to the visual execution or design of the listed project names within the branding office. As clarified in the meeting, the Approved Budget of Contract (ABC) amount for this project will not include any production or media buying costs as these will be coursed through in other projects.• The winning bidder is expected to create refreshed branding design assets in addition to and banking on the



	existing Love the Philippines branding collaterals (logo, icons, typography etc.)
Content Development	<ul style="list-style-type: none"> For the Content Development scope of work, it does not include the production of AVPs or blogs as these will be produced by other agencies. The content development deliverable is centered on identifying the most appropriate and effective content type, formats, and channels that will best deliver DOT's soon-to-be available content materials through its proposed content marketing strategy. The terminal report for Content Development should include the approved content marketing strategy and not necessarily a report of its content performance in the agency's proposed platforms as the report for metrics such as impressions, engagement, clicks etc will come from its respective project/agency, in the case of the given example -- the agency for the social media management project.
Campaign Management	<ul style="list-style-type: none"> For the Campaign Management scope of work, it should only be within the contract duration of six months. All translation requirements are part of the winning bidder's scope of work. The languages to be translated will be discussed during the proposal stage.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **11 October 2023 (11:00 AM) at the 3rd Floor Conference Room, DOT Bldg., Makati**, 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). Order of presentation is as follows:
 1. IPG Mediabrands Philippines, Inc.
 2. Mediablast Digital Corp.
 3. COMS 360, Inc.
- ❖ The schedule of the pitch presentation will be released later in a separate notice.
- ❖ Shortlisted bidders are requested to submit four (4) hard copies and soft copy in flash drive of their presentation deck in a separate envelope (labeled as "Presentation Deck") to be submitted together with the Technical Bid and Financial Bid envelopes on **11 October 2023 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4th floor, DOT Bldg.

For the guidance and information of all concerned.

04 October 2023


USEC. FERDINAND C. JUMAPAO
 DOT-SBAC Chairperson

