



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services for the Digital Media Planning and Placements on Key Markets for the Department of Tourism (DOT-SBAC REI No. 2023-020)

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 portions of the Bidding Documents are hereby amended as follows**

**A. Section V. Special Conditions of Contract**

<b>GCC Clause</b>																	
<b>53.5(a)</b>	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:																
	<table border="1"> <thead> <tr> <th>MILESTONES</th> <th>% PAYMENT</th> </tr> </thead> <tbody> <tr> <td>Submission and approval of the proposed digital media plan and strategy</td> <td><b>20%</b></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation</td> <td>15%</td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation</td> <td>15%</td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 3rd month of project implementation</td> <td>15%</td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 4th month of project implementation</td> <td>15%</td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 5th month of project implementation</td> <td>10%</td> </tr> <tr> <td>Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign</td> <td><b>10%</b></td> </tr> </tbody> </table>	MILESTONES	% PAYMENT	Submission and approval of the proposed digital media plan and strategy	<b>20%</b>	Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	15%	Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation	15%	Submission and approval of accomplishment report with proof of placements on the 3rd month of project implementation	15%	Submission and approval of accomplishment report with proof of placements on the 4th month of project implementation	15%	Submission and approval of accomplishment report with proof of placements on the 5th month of project implementation	10%	Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	<b>10%</b>
MILESTONES	% PAYMENT																
Submission and approval of the proposed digital media plan and strategy	<b>20%</b>																
Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	15%																
Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation	15%																
Submission and approval of accomplishment report with proof of placements on the 3rd month of project implementation	15%																
Submission and approval of accomplishment report with proof of placements on the 4th month of project implementation	15%																
Submission and approval of accomplishment report with proof of placements on the 5th month of project implementation	10%																
Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	<b>10%</b>																

**B. Section VI. Terms of Reference**

Scope of Work and Deliverables	Deliverables
Submission of Digital Media Plan covering the following, but not limited to the following markets:  <b>KEY MARKET (countries with regular arrivals to the Philippines)</b>  1. South Korea 2. United States of America 3. Japan 4. Canada 5. Australia	Recommend and implement an effective digital media strategy that will align the tourism branding campaign to the digital touchpoints in terms of reach, frequency, and continuity.  Recommend and implement a digital media campaign that includes partners with content that are gender- sensitive (based on the audience of each touchpoint) and research-based materials



6. China 7. Taiwan 8. Singapore 9. United Kingdom 10. Malaysia 11. India 12. Germany 13. Hongkong	<p>Recommend and implement a digital media campaign that is feasible in 6 months considering the required deliverables</p> <p>Recommend the most appropriate media plan, and other options, including appropriate execution thereof to reach the <del>local</del> and international audience</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> <li>- Online editors (online magazine/newspapers)</li> <li>- top news/tourism websites</li> <li>- social media amplification</li> <li>- online travel publications</li> <li>- programmatic campaigns</li> <li>- content partnerships with credible digital networks</li> <li>- tourism websites amplification native articles with digital media partners - SEO and SEM</li> </ul>
--	---

**Scope of Price Proposal and Schedule of Payment**

1. The **project shall run** for a period of six months, to commence upon the receipt of the Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is Fifty Million Pesos (PhP50,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

<b>MILESTONES</b>	<b>%PAYMENT</b>
Submission and approval of the proposed digital media plan and strategy	<b><u>20%</u></b>
Submission and approval of accomplishment report with proof of placements on the 1 <sup>st</sup> month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 2 <sup>nd</sup> month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 3 <sup>rd</sup> month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 4 <sup>th</sup> month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 5 <sup>th</sup> month of project implementation	<b><u>10%</u></b>
Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	<b><u>10%</u></b>

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

**A. On the Terms of Reference**

❖ **Under Objectives**

- The details on tourism products, tourism circuits, travel packages are available on the latest National Tourism Development Plan for 2023 to 2028. The bidding agency may review the document online for further reference.



❖ **Under the Scope of work and Deliverables**

- ❖ The digital media plan and its execution should only focus on reaching the international audience in the identified key markets, as opposed to what was originally stated in the Terms of Reference where the execution of the media plan must reach both local and international audience.
- In terms of the prioritization of the countries identified as key markets and other targeting, DOT will defer to the agency's research and strategy formulated to achieve the project's objectives in the most impactful and efficient way possible.
- In terms of the budget prioritization/allocation for the digital media placement channels, DOT will also defer to the agency's media plan and strategy on how best to maximize the available digital media channels in the identified key markets.

❖ **Under the Scope of Price proposal and Schedule of Payment**

- From media planning and implementation to reporting, the overall project duration shall run for a period of six (6) months and will commence upon the receipt of the Notice to Proceed. Any media placement requirements by DOT should be within the agreed duration, subject to adjustments and realignment as needed.

**B. On the Pitch Presentation**

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **11 October 2023 (10:30 AM) at the 3<sup>rd</sup> 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. David and Golyat Management Inc.
  3. Touch XDA, 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, 4<sup>th</sup> floor, DOT Bldg.

**C. Others**

- ❖ DOT will supplement/provide details on DOT's schedule of activities/events that may require media amplification support to the winning bidder once the NTP is issued.
- ❖ The media/campaign activation will take effect as soon as the media plan or Visual Media Schedule (VMS) is approved.

For the guidance and information of all concerned.

04 October 2023



**USEC. FERDINAND C. JUMAPAO**  
DOT-SBAC Chairperson

