



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services of a Traditional Media Planning, Buying, And Placements Agency for Mediterranean (DOT-SBAC REI No. 2023-024)

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 05 October 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**

<b>ITB Clause</b>																			
<b>10.1(c)</b>	The minimum required experience of proposed professional staff is as follows:																		
	<table border="1"> <thead> <tr> <th>Required Personnel</th> <th>Minimum Years of Experience in handling related campaign/s required by DOT under this project</th> </tr> </thead> <tbody> <tr> <td>1. Managing Director (Project Lead)</td> <td>10 years</td> </tr> <tr> <td>2. <b><u>Senior Account Manager</u></b></td> <td>10 years</td> </tr> <tr> <td>3. <b><u>Account Manager</u></b></td> <td>5 years</td> </tr> <tr> <td>4. <b><u>Senior Media Planner</u></b></td> <td>5 years</td> </tr> <tr> <td>5. <b><u>Senior Media Buyer</u></b></td> <td>5 years</td> </tr> <tr> <td>6. <b><u>Junior Media Planner</u></b></td> <td>5 years</td> </tr> <tr> <td>7. Graphic Artist</td> <td>5 years</td> </tr> <tr> <td>8. Copywriter</td> <td>5 years</td> </tr> </tbody> </table>	Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project	1. Managing Director (Project Lead)	10 years	2. <b><u>Senior Account Manager</u></b>	10 years	3. <b><u>Account Manager</u></b>	5 years	4. <b><u>Senior Media Planner</u></b>	5 years	5. <b><u>Senior Media Buyer</u></b>	5 years	6. <b><u>Junior Media Planner</u></b>	5 years	7. Graphic Artist	5 years	8. Copywriter	5 years
Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project																		
1. Managing Director (Project Lead)	10 years																		
2. <b><u>Senior Account Manager</u></b>	10 years																		
3. <b><u>Account Manager</u></b>	5 years																		
4. <b><u>Senior Media Planner</u></b>	5 years																		
5. <b><u>Senior Media Buyer</u></b>	5 years																		
6. <b><u>Junior Media Planner</u></b>	5 years																		
7. Graphic Artist	5 years																		
8. Copywriter	5 years																		

**B. 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 traditional media plan and strategy</td> <td><b><u>10%</u></b></td> </tr> <tr> <td>Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation</td> <td><b><u>20%</u></b></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> </tbody> </table>	MILESTONES	% PAYMENT	Submission and approval of the proposed traditional media plan and strategy	<b><u>10%</u></b>	Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	<b><u>20%</u></b>	Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation	15%
MILESTONES	% PAYMENT								
Submission and approval of the proposed traditional media plan and strategy	<b><u>10%</u></b>								
Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	<b><u>20%</u></b>								
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	15%
	Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	<b><u>10%</u></b>

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

<b>IV. Scope of Price Proposal and Schedule of Payment</b>	
<p>1. <u>The project shall run</u> for a period of six months, to commence upon the receipt of the Consultant of the Notice to Proceed (NTP).</p> <p>2. The Approved Budget of Contract (ABC) for the project is Fifty Million Pesos (PhP 50,000,000) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.</p> <p>3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:</p>	
<b>MILESTONES</b>	<b>% PAYMENT</b>
Submission and approval of the proposed traditional media plan and strategy	<b><u>10%</u></b>
Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	<b><u>20%</u></b>
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	15%
Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	<b><u>10%</u></b>
<b>VI. Minimum Required Personnel</b>	
Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Managing Director (Project Lead)	10 years
2. <b><u>Senior Account Manager</u></b>	10 years
3. <b><u>Account Manager</u></b>	5 years



4. <b><u>Senior Media Planner</u></b>	5 years
5. <b><u>Senior Media Buyer</u></b>	5 years
6. <b><u>Junior Media Planner</u></b>	5 years
7. Graphic Artist	5 years
8. Copywriter	5 years

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

**A. On the Terms of Reference**

**1. Under the Scope of Work and Deliverables**

- The Agency should primarily focus and prioritize on the Traditional Media placements for the said market but may include digital placements in instances where DOT can acquire additional media values for advertorial engagement that's packaged in a way that it already includes digital ads. There is a separate Agency for Digital Media placements, hence coordination between agencies is vital in ensuring that there is no overlap in the implementation but rather both ad placements for digital and traditional complement each other.
- The Agency will not be tasked with creating any materials for traditional placements but will be responsible for editing current and upcoming branding and marketing materials, such as photos and videos. This includes minor revisions or additions needed for the DOT's existing materials within the branding office.
- The Agency is tasked with translating materials intended for traditional placements into the target markets.
- The Agency is responsible for selecting specific countries to target based on their media proposal. In cases where some countries may have been identified as part of either Key, Southeast Asian, Mediterranean, Middle East and European market, considering that there is a separate bid for the said regions for Traditional Placements, the agency should align their media placement strategy in such a way that it complements all the markets altogether whilst taking into account the given budget. Further, the said media proposal should also include the following details:
  - Target audience segments
  - Media channels and formats
  - Media mix and schedule
  - Sample creative concept and execution
- The winning Agency should strategically disseminate the creative content through traditional media channels, which encompass a wide range of options, such as magazines, newspapers, print ads, billboards, outdoor advertising, TV commercials (TVC), and radio. Additionally, the Agency is encouraged to propose and recommend other suitable media channels as well.
- The Agency should submit their proposed Key Performance Indicators (KPIs), which DOT will then refer to for evaluation and consideration.



**2. Under the Scope of Price Proposal and Schedule of Payment**

- The Agency Service Fee (ASF) is 12 percent of the Approved Budget Contract (ABC) for this project.
- The project period commences upon receipt of the Notice to Proceed. The activation for the media plan will take place once the proposal has been approved.

**B. On the Pitch Presentation**

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **19 October 2023 (1:30 PM) 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) on **27 October 2023 starting at 2:00 PM to be held at the 3<sup>rd</sup> Floor Conference Room**. Order of presentation is as follows:

	<b>Name of Bidders</b>	<b>Schedule</b>
1.	Touch XDA, Inc.	2:00 P.M.
2.	IPG Mediabrand Philippines Inc.	3:00 P.M.
3.	Geiser Maclang Management Inc.	4:00 P.M.

- ❖ 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 **18 October 2023 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4<sup>th</sup> floor, DOT Bldg.

For the guidance and information of all concerned.

11 October 2023

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

