



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for Local Public Relations (DOT-SBAC REI No. 2024-001)

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 13 March 2024 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

GCC Clause																							
53.5(a)	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>DELIVERABLES</th><th>PERCENTAGE OF PAYMENT</th></tr></thead><tbody><tr><td>Approval of the PR plan</td><td>30%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user</td><td>5%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user</td><td>5%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user</td><td>5%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user</td><td>5%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user</td><td>10%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user</td><td>10%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the seventh month, and approved by the end-user</td><td>10%</td></tr><tr><td>Submission of rollout report of the approved PR plan and implementation calendar for the eighth month, and approved by the end-user</td><td>10%</td></tr><tr><td>Submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user</td><td>10%</td></tr></tbody></table>	DELIVERABLES	PERCENTAGE OF PAYMENT	Approval of the PR plan	30%	Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	5%	Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	5%	Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	5%	Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	5%	Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	10%	Submission of rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user	10%	Submission of rollout report of the approved PR plan and implementation calendar for the seventh month, and approved by the end-user	10%	Submission of rollout report of the approved PR plan and implementation calendar for the eighth month, and approved by the end-user	10%	Submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user	10%
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B. Section VI. Terms of Reference

❖ **III. Scope and Deliverables**

Scope	Deliverables
Article Creation for DOT's Marketing Websites	a. The Agency is required to develop a ten-month PR content plan. b. The Agency must establish a dedicated editorial team tasked in creating a minimum of five (5) feature articles per month. c. The Agency should align with DOT's website maintenance provider to boost SEO and SEM strategy. (deleted)

❖ **III. Project Duration and Budget Allocation**

1. The **contract** shall be for a period of ten (10) months, to commence upon the receipt of the Consultant of the Notice to Proceed.
2. xxx
3. xxx
4. xxx
5. ~~The Agency will submit its cost estimate for each deliverable. When procuring outsourced service, the Agency will need to present three quotes from suppliers, one of which is a DOT-accredited enterprise, if applicable. (Deleted)~~

❖ **IV. Milestone**

DELIVERABLES	PERCENTAGE OF PAYMENT
Approval of the PR plan	30%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	5%
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Submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user	10%

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

A. Under Bidding Documents, Section VI. Terms of Reference

❖ **III. Scope and Deliverables**

- The agency should form a dedicated editorial team responsible for writing a minimum of five (5) feature articles per month for the DOT marketing website, including the DOT microsites integrated within the marketing platform.



- The agency will cover all expenses related to the production of articles, including research, video, and photos. However, the agency may request and repurpose existing materials from the DOT's media bank provided that prior approval was granted.
- The agency is required to incorporate a CSR initiative into the PR plan that centers around DOT's advocacies, specifically emphasizing Gender and Development and sustainable tourism.
- The agency must secure at least 16 placements across regional newspapers (print or digital), digital magazines, and various outlets.
- The agency must provide media coverage for regional tourism events across Luzon, Visayas, and Mindanao. The agency should collaborate closely with the DOT to identify events for coverage, including those organized by other DOT offices. Additionally, the agency should be prepared to execute activations for DOT events as needed.
- The agency must pitch relevant Key Opinion leaders (KOLs) / content creators for DOT events. The agency should develop a robust Key Opinion Leader (KOL) marketing strategy that encompasses a diverse range of influencers, including macro, micro, and nano KOLs
- The agency is required to submit a weekly report, providing updates on the progress of deliverables.
- The agency must assemble a dedicated creative team committed to handling requests related to creative deliverables including editing and repurposing existing and future branding and marketing assets and materials for branding and marketing-related purposes.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **26 March 2024 (10:00 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) on **26 March 2024 starting at 1:30 PM to be held at the 3rd Floor Conference Room**. Order of presentation is as follows:

	Name of Bidders	Schedule
1.	David and Golyat Management Inc.	1:30 P.M.
2.	ODV Creative Media Inc.	2:30 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 **26 March 2024 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4th floor, DOT Bldg.

For the guidance and information of all concerned.

18 March 2024



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson

