



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of a Social Media Management and Strategic Planning Agency (DOT-SBAC REI No. 2024-004)

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 22 March 2024 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. Under Bidding Documents, Section VI. Terms of Reference

❖ Item III. SCOPE OF WORK AND DELIVERABLES

- The Agency should create daily content for all the DOT's corporate and marketing social media accounts.
- The Agency will be granted access to all DOT social media accounts to post approved content on each platform.
- The Agency must seek approval from DOT for all content and captions to be posted across all DOT social media platforms.
- The Agency should present the big idea and strategy in their pitch presentation. While paid ads are not required, they are recommended, considering the PhP 8 Million budget, as there will be no reimbursements for expenses related to paid ads, event coverage, or other activities that incur costs.
- Aside from maintaining and sustaining all the DOT social media accounts, the Agency must increase the engagement rate to 100%, using the past 8 months as a baseline for improvement, and should also produce a minimum of thirty (30) contents per month.
- The Agency may utilize the media bank of DOT upon issuance of written consent.
- The Agency may recommend relevant Key Opinion Leaders (KOLs) or content creators for their content proposals and strategy. The KOL or content creator management will be done by another agency with KOL component.
- The Agency should consistently coordinate with the DOT's creative agency to ensure alignment between the big idea, strategy, and execution, making sure they align with the Integrated Marketing Campaign of Love the Philippines.



❖ **Item VII. CRITERIA FOR RATING**

- The SBAC Members, Technical Working Group (TWG) and End-Users will be present during the pitch presentation.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **04 April 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 **05 April 2024 starting at 9:30 AM to be held at the 3rd Floor Conference Room**. Order of presentation is as follows:

	Name of Bidders	Schedule
1.	Universal Vision Solution Communications Inc.	9:30 A.M.
2.	Carbondigital Inc.	10:30 A.M.
3.	Purplebug Inc.	11:30 A.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 **04 April 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.

27 March 2024



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson

