



SUPPLEMENTAL / BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to all 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 August 2019 for the Procurement of the Services of a Creative Agency for the Philippine Heritage Project (REI No. 2019-016).

I. The following portions of the Bidding Documents are hereby amended as follows:

- On the Terms of Reference

OLD PROVISION	NEW PROVISION								
<p>II. INVITATION FOR PROPOSAL (TECHNICAL AND FINANCIAL BIDS)</p> <p>A. The Philippine Heritage Project campaign requires the following deliverables:</p> <ol style="list-style-type: none"> 1. Develop and execute an integrated marketing campaign that includes branding and multimedia production. 2. Produce audio video presentations (AVPs) 3. The planning and execution of the launch of the Philippine Heritage Project in October 2019 	<p>II. INVITATION FOR PROPOSAL (TECHNICAL AND FINANCIAL BIDS)</p> <p>A. The Philippine Heritage Project campaign requires the following deliverables:</p> <ol style="list-style-type: none"> 1. Develop and execute an integrated marketing campaign that includes branding and multimedia production. 2. Produce audio video presentations (AVPs) 3. The planning and execution of the launch of the Philippine Heritage Project in October 2019 								
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<p>E. CRITERIA FOR RATING</p> <p>B. Technical Bid/Proposal Criteria and Rating (70% passing score)</p>	<p>E. CRITERIA FOR RATING</p> <p>B. Technical Bid/Proposal Criteria and Rating (70% passing score)</p>								

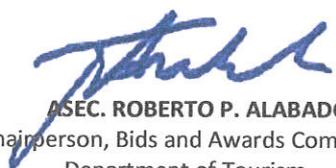
Criteria	Rating	Criteria	Rating
A. Quality of Personnel to be assigned to the project	20%	A. Quality of Personnel to be assigned to the project	20%
Similar projects handled within the last 3 years <i>Note: Similar projects such as production of creative audio video presentations and events activation.</i>	10%	Similar projects handled within the last 3 years <i>Note: Similar projects such as production of creative audio video presentations and events activation</i>	10%
C. Plan of Approach and Methodology	50%	C. Plan of Approach and Methodology	50%
III. Over-all Impact	10%	III. <u>Strategy</u>	10%
F. OTHER TERMS AND CONDITIONS		F. OTHER TERMS AND CONDITIONS	
5. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 1 year, whichever comes first.		5. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions <u>until December 2019</u> .	

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

- Target countries are Japan, Malaysia, United Kingdom, Canada, America and Australia.
- The Bidders can also promote the UNESCO World Heritage Sites in the Philippines
- Research on identified heritage sites to be provided by the winning agency will be the foundation for Integrated Marketing campaign including the production of AVPs.
- Shortlisted bidders must submit their storyboard and marketing plan, together with their technical bid proposal.
- If declared “passed” during the opening of technical bids on **19 August 2019**, shortlisted bidder will be required to present on **20 August 2019 at the 2ND Floor Training Room, DOT Building**, as part of the Technical Bid evaluation.
- A maximum of thirty (30) minutes is allotted for each Shortlisted bidder. The shortlisted bidder must present the Integrated Marketing Plan including the storyboard for one (1) AVP and to submit five (5) sets of print-outs and flash drive after their presentation.

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.


ASEC. ROBERTO P. ALABADO III
 Chairperson, Bids and Awards Committee
 Department of Tourism

12 August 2019