

SUPPLEMENTAL/BID BULLETIN NO. 1

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 17 July 2019 for the **Procurement of Services of a Local Media Placements for Tourism Branding (REI No. 2019-009)**.

I. The criteria for the evaluation of the Technical Bid/Proposal is hereto amended as follows:

Technical Bid/Proposal Criteria and Rating (70% passing score)

OLD PROVISION			NEW PROVISION		
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%
	I. Similar projects handled	10%		I. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%		<p><u>Career experience in terms of local media placements- 10%</u></p> <p><u>At least 5 years experience in local media placements handling a client or working under a multinational company -10%</u></p> <p><u>At least 5 years in local media placements handling a client or working under a local company with nationwide reach - 8 %</u></p> <p><u>Zero (0) experience in local media placements - 0%</u></p>	10%
B.	Expertise and Capability of the Firm	30%	B.	Expertise and Capability of the Firm	30%
	I. Services rendered in completed projects in the past three (3) years			I. Services rendered in completed projects in the past three (3) years	
	Strategic Media Planning	10%		Strategic Media Planning	10%

OLD PROVISION				NEW PROVISION			
CRITERIA			RATING	CRITERIA			RATING
		Media Buying and Implementing	5%			Media Buying and Implementing	5%
		Data Analytics and Monitoring	5%			Data Analytics and Monitoring	5%
	II.	<i>Experience and Credentials</i>			II.	<i>Experience and Credentials</i>	
		At least three (3) successful campaigns related to Media Buying and Planning, validated by previous clients, the agency has launched within 3 years	5%			At least three (3) successful campaigns related to Media Buying and Planning, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) international (outside Philippines) or local advertising or marketing – related award in the last 3 years by an award-giving body in existence for at least 10 years	5%			At least one (1) international (outside Philippines) or local advertising or marketing – related award in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Integrated Media Campaign Strategy		40%	C.	Integrated Media Campaign Strategy		40%
	I.	Integrated Media Plan			I.	Integrated Media Plan	
		Tactics for effective reach and engagement	15%			Tactics for effective reach and engagement	15%
		Choice of media platforms (TV networks, OOH placements, digital sites)	15%			Choice of media platforms (TV networks, OOH placements, digital sites)	15%
		Additional Media Values for PR negotiated with the media partners	10%			Additional Media Values for PR negotiated with the media partners	10%
D.		Over-all Impact	10%			Strategy and Methodology	10%
TOTAL			100%	TOTAL			100%

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

- A Visual Media schedule is required as a supporting document to the Technical Bid/Proposal, which will also be evaluated.
- The expected output for the research is the standard data insight to support the proposed media schedule.
- Luzon, Visayas, and Mindanao are the priority markets, but the priority Regions will be: Bohol, Cebu, Davao, Clark, Metro Manila, Aklan, and Puerto Princesa. The bidder can recommend other regions based on the outcome of the research).
- The main target demographic, aside from the social media savvy people, will also be based on the research. We prefer to include all, but it can be challenged. (Bidders can suggest other target market)
- All proposed out of home (OOH) materials should be sustainable.
- For radio and print ads, translations and negotiations, will be between bidder and the station.
- Attached is the "It's More Fun in the Philippines" 2019 Brand book. File is titled 'Brand Manual IMFITP 2019'

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
BAC Chairperson

23 July 2019