



## SUPPLEMENTAL/BID BULLETIN NO. 2

### Procurement of Consulting Services for the Department of Tourism's Sustainable Tourism Campaign (DOT-BAC REI No. 2021-006)

This **Supplemental/Bid Bulletin No. 2** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 28 May 2021 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. On the Bidding Documents**

**A.1. Section VI. Terms of Reference**

- **Scope and Deliverables**

- For Phase 1:

- a. The campaign targets local stakeholders and local travelers. It aims to publicize the efforts of sustainable tourism enterprises, which will signal to other stakeholders that DOT supports these organizations through an official endorsement and its inclusion in the Department's marketing and promotions. In highlighting these sustainable enterprises, the general public is given access to specific samples of sustainable tourism to drive awareness and educate them about it.
- b. Deliverables will be based on the bidder's proposed integrated marketing campaign and strategy.

- For Phase 2:

- a. Deliverables are final, agency should be able to deliver seven (7) AVPs that feature the locations.
- Always include the health protocols such as Social Distancing, Face Masks, Face Shields, when creating key visuals, AVPs, and other materials.
- Please refer to Annex A.1 and A.2 for the background study of the YOPA Campaign.
- Please refer to Annex B for the list of Anahaw awardees

**A.2. Section VII. Bidding Forms**

- Bidders will be allowed to submit unnotarized **TPF.6 (Format of Curriculum Vitae for proposed Professional Staff)**, as well as the use of digital or electronic signature on the said form, pursuant to GPPB Resolution Nos. 16-2019 and 09-2020. However, shortlisted bidders will be required to submit the CVs of personnel with original signature and notarized during post-qualification.


**B. On the Pitch Presentation**

- If Shortlisted bidders will be declared "passed" during the opening of Technical Bids on 10 June 2021 at 10:00 AM, the agency will be required to present to the BAC Members and Technical Working Group on 11 June 2021 via Zoom from 1:30 pm onwards, as part of the Technical Bid Evaluation.

- Bidders will be expected to present a strategic IMC plan. During the presentation, bidders must be able to present the big idea of the campaign and show how these ideas will be executed.
- Bidders will be given thirty (30) minutes to present and another thirty (30) minutes for the question and answer with the BAC TWG.
- Shortlisted bidder is requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the technical bid envelope.

For the guidance and information of all concerned.

03 June 2021

  
**USEC. ROBERTO P. ALABADO III**  
DOT-BAC Chairperson 