

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 Creative Agency for the DOT Accreditation Campaign (REI No. 2019-0010)**.

- I. The "Scope of Work and Deliverables" portion of the Terms of Reference (TOR) is hereby amended, as follows:

| OLD PROVISIONS | | NEW PROVISION | |
|---|---|---|--|
| Scope of Work | Deliverables | Scope of Work | Deliverables |
| Production of 1 TVC-ready Audio-Visual Presentation (AVP) to promote the DOT Accreditation Program: An AVP for the local and international tourists – Aims to invite tourist to choose DOT accredited tourism establishments. | 90-second AVP for OOH LEDs, digital and events 45-second TVC – Ready AVP 30-second TVC – Ready AVP 15-second TVC – Ready AVP | Production of 1 TVC-ready Audio-Visual Presentation (AVP) to promote the DOT Accreditation Program: An AVP for the local and international tourists – Aims to invite tourist to choose DOT accredited tourism establishments. | 90-second AVP for OOH LEDs, digital and events 45-second TVC – Ready AVP 30-second TVC – Ready AVP 15-second TVC – Ready AVP |
| An AVP for the primary and secondary tourism enterprises – Aims to encourage tourism enterprises to be part of the DOT accreditation program; | At least 2 minutes AVP for digital and events | An AVP for the primary and secondary tourism enterprises – Aims to encourage tourism enterprises to be part of the DOT accreditation program; | At least 2 minutes AVP for digital and events <u>AVP for primary and secondary tourism enterprise: Derivatives of 60s, 30s, and 15s</u> |
| Design and layout of Out-of-Home materials as required. | Production of static and dynamic digital ads derived from the TVC and the new brand design developed. | Design and layout of Out-of-Home materials as required. | Production of static and dynamic digital ads derived from the TVC and the new brand design developed. |

| OLD PROVISIONS | | NEW PROVISION | |
|--|--|--|--|
| | <p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations.</p> | | <p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations.</p> |
| Design and layout of digital materials as required. | <p>Production of static and dynamic digital ads derived from the TVC and the new brand design developed.</p> <p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p> | Design and layout of digital materials as required. | <p>Production of static and dynamic digital ads derived from the TVC and the new brand design developed.</p> <p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p> |
| Design and layout of print advertisements as required. | <p>At least 3 print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p> | Design and layout of print advertisements as required. | <p>At least 3 print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p> |
| | | | <u>Development of tourism quality seal brand identity</u> |

- II. The "Project Duration and Budget Allocation" portion of the Terms of Reference (TOR) is hereby amended, as follows:

| OLD PROVISION | NEW PROVISION |
|---|---|
| The campaign development will begin on September 2019 until December 2019. | The campaign development will begin upon receipt of the Notice to Proceed |
| The Approved Budget of Contract (ABC) for the project is Fifteen Million Philippine Pesos (Php 15,000,000) inclusive of all applicable taxes, agency service fee, bank charges, and other fees as may be incurred in the process. | The Approved Budget of Contract (ABC) for the project is Fifteen Million Philippine Pesos (Php 15,000,000) inclusive of all applicable taxes, <u>cap of 12 percent agency service fee</u> , bank charges, and other fees as may be incurred in the process |

- III. The "Minimum Required Personnel" portion of the Terms of Reference (TOR) is hereby amended, as follows:

| Required Personnel | Minimum Years of Experience in Handling Nationwide Accounts | Required Personnel | Minimum Years of Experience in Handling Nationwide Accounts |
|---------------------------------|--|------------------------------------|--|
| 1. Account Manager | 10 years | 1. Account Manager | 10 years |
| 2. Creative Director | 7 years | 2. Creative Director | 7 years |
| 3. Art Director/Film Director | 5 years | 3. Art Director/Film Director | 5 years |
| 4. Copywriter/Screenplay Writer | 5 years | 4. Copywriter/Screenplay Writer | 5 years |
| 5. Creative Artist | 5 years | 5. Creative Artist | 5 years |
| 6. Video Editor | 5 years | 6. Video Editor | 5 years |
| 7. Field Researcher | 5 Years | 7. <u>Strategic Planner</u> | 5 Years |

Note: Bidders may recommend additional personnel deemed fit for the Team

- IV. The Criteria for the Evaluation of the Technical Bid/Proposal is hereby amended, as follows:

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

| | 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% | | II | Tenure of work in the similar industry | 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 3 years | | | I. | Services rendered in completed projects in the past 3 years | |
| | | Research or Insight Gathering | 2% | | | Research or Insight Gathering | 2% |
| | | Creative Conceptualization | 5% | | | Creative Conceptualization | 5% |
| | | Multimedia Production | 3% | | | Multimedia Production | 3% |
| | | TVC Production | 5% | | | TVC Production | 5% |
| | II | Experience and Credentials | | | II | Experience and Credentials | |
| | | At least three (3) successful projects, validated by previous clients, the agency has launched within 3 years | 10% | | | At least three (3) successful projects, validated by previous clients, the agency has launched within 3 years | 10% |
| | | At least one (1) international or local award in the last 3 years by an award-giving body in existence for at least 10 years | 5% | | | At least one (1) international or local award in the last 3 years by an award-giving body in existence for at least 10 years | 5% |
| C | | Plan of Approach and Methodology | 50% | C | | Plan of Approach and Methodology of <i>omni-channel campaign plan</i> | 50% |
| | I. | Creative Rendition | | | I. | Creative Rendition | |
| | | AVP Concepts | 15% | | | <i>Concept and treatment of campaign materials</i> | 15% |
| | | Treatment | 10% | | | <i>Content Plan and production timeline</i> | 10% |
| | | Adherence to "more fun" brand essence | 5% | | | Adherence to "more fun" brand essence | 5% |
| | | Resonance with the target audience | 10% | | | Resonance with the target audience | 10% |
| | II | Over-all Impact | 10% | | II | <i>Strategy</i> | 10% |
| TOTAL | | | 100% | TOTAL | | | 100% |

V. For reference of the shortlisted bidders, the following documents are hereto attached:

- 1) **“It’s More Fun in the Philippines” 2019 Brand Book** is hereto attached. The file is titled ‘Brand Manual IMFITP 2019’.
- 2) DOT Accreditation System reference slides.

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