



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Local Media Plan and Placements for Tourism Branding (2nd Posting) (DOT-BAC REI No. 2020-016)

This **Supplemental/Bid Bulletin No. 1** 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 21 October 2020 for the aforementioned project. This shall form part of the Bidding Documents.

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

FROM (OLD PROVISION)	TO (NEW PROVISION)
Section III. BID DATA SHEET	
ITB Clause 18 – The address for submission of bids is <i>4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The deadline for submission of bids is 03 November 2020 (until 9:00 a.m. only) .	ITB Clause 18 – The address for submission of bids is <i>4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The deadline for submission of bids is 03 November 2020 (until 2:00 p.m. only) .
ITB Clause 21.2 - The address for opening of bids is <i>6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The Opening of Bids will be conducted through video conferencing using the MS Teams platform on 03 November 2020 at 10:00 am . Prospective bidders who are interested in joining the opening of bids must send the following details to the BAC Secretariat via e-mail at dot.bac@tourism.gov.ph not later than 5:00 p.m. of 30 October 2020: <ul style="list-style-type: none"> ▪ Name of Representative(s) – maximum of two (2) ▪ Company Name ▪ Email Address ▪ Contact Number 	ITB Clause 21.2 - The address for opening of bids is <i>6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The Opening of Bids will be conducted through video conferencing using the MS Teams platform on 04 November 2020 at 10:30 am . Prospective bidders who are interested in joining the opening of bids must send the following details to the BAC Secretariat via e-mail at dot.bac@tourism.gov.ph not later than 5:00 p.m. of 30 October 2020: <ul style="list-style-type: none"> ▪ Name of Representative(s) – maximum of two (2) ▪ Company Name ▪ Email Address ▪ Contact Number
ITB Clause 26. 1 – The opening of Financial Proposals shall be on <i>November 11, 2020 (tentative) at 10:00 a.m. at 6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i>	ITB Clause 26. 1 – The opening of Financial Proposals shall be on November 12, 2020 (tentative) at 10:00 a.m. at <i>6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i>
Section VII. BIDDING FORMS (Technical Proposal Forms)	
TPF 2. CONSULTANT'S REFERENCES Relevant Services Carried out in the Last Five years that Best Illustrate Qualifications	TPF 2. CONSULTANT'S REFERENCES Relevant Services Carried out in the Last Three years that Best Illustrate Qualifications

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

A. On the Terms of Reference

- Sex-disaggregated data mentioned in the media research deliverable pertains to the identification of respondents based on their gender, network preferences, interests, and communication mediums
- On-ground events are only when necessary, given the current situation this may or may not be included in the media plan proposal
- Package rates with negotiated networks should include material edit-downs, translations, reformatting, and other necessary modifications
- The indicated rate of success in the TOR is measured for accumulated materials throughout the campaign
- List of priority destinations will be based on regional updates – this will be provided to the winning agency.

B. On the Payment of Bidding Documents

Since most of the offices in the DOT will continue to adopt the Work From Home (WFH) arrangements, payments for bidding documents fee must be deposited to:

Account Name: Department of Tourism-Regular Trust
Account No.: 00-0-05002-407-4
Bank: Development Bank of the Philippines (DBP)
Branch: F. Zobel Branch
Address: 809 J.P. Rizal corner F. Zobel St., Makati City, Philippines

Payments must be deposited before the deadline of the submission of bids on 03 November 2020. Please send a scanned copy of the proof of payment to dot.bac@tourism.gov.ph with the following details:

1. Name and Reference No. of Project
2. Date and Amount Deposited

C. On the Pitch Presentation

- Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on 04 November at 10:30 AM will be required to present their proposed campaign to the BAC-TWG on 05 November 2020 via MS Teams from 1:00 pm onwards, as part of the Technical Bid Evaluation. You may refer to www.philippines.travel/safeph for the list of opened destinations and safety protocols within a specific area. The order/sequence of the presentation will be announced after the opening of technical bids.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and ten (10) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit three (3) sets of print-outs and flash drive of their presentation, to be included in their technical and financial bid submission on 03 November 2020.

III. Response to Additional Inquiries received from Shortlisted Consultants

1. From Touch XDA Inc.

- **The TOR stated that PhP60M budget should include all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process, what is the maximum Media Agency Service Fee, is it at 12%?**

Yes, 12%

- **As per TOR, the following are the communication points: tourism efforts, health protocols, and regulations of each region to the local market and build back the confidence of Filipinos to travel locally once again. Will there be a priority communication point for the campaign (ie. More focus on health protocols that's consistent across all LGUs, or will it be more about rediscovering a specific tourism spot)? Would it be possible to share creative handle of the campaign, if already available?**

All regional updates will be provided once the winning agency has been on-board and all other COVID-related info will be coming from IATF updates. Creative handle of the campaign is still towards recovery and opening of tourism establishments while observing health and safety protocols.

For the guidance and information of all concerned.

27 October 2020


ASEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson