



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 19 July 2019 for the **Procurement of the Services of a Media Planning and Placement Agency for the Philippine Tourism Branding for Opportunity and Emerging Markets (REI No. 2019-007)**.

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

- **On Terms of Reference**

OLD PROVISION	NEW PROVISION
VII. Criteria for Rating Technical Bid/Proposal Criteria and Rating (70% passing score) C. Plan of Approach and methodology III. Over-all Impact (10%)	VII. Criteria for Rating Technical Bid/Proposal Criteria and Rating (70% passing score) C. Plan of Approach and methodology III. Over-all Strategy and Methodology (10%)

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


- The Bidder can refer to the table below for the market share of the emerging markets included in the media plan and placements.

Opportunity/Emerging Market	2018 Market Share	2018 Growth Rate	Q1 2019 Market Share	Q1 2019 Growth Rate
Western Europe	3.75%	9.46%	4.42%	15.69%
Mediterranean	1.52%	12.01%	1.5%	-0.68%
Middle East	1.15%	-11.34%	0.84%	-16.32
Russia and the CIS	0.58%	5.93%	0.77%	11.13%
South East Asia	7.44%	8.55%	6.01%	0.67%

- As reiterated by DOT, the objective of the campaign is to place media values in non-traditional avenues that will greatly affect the results in terms of tourist arrivals – the agency is to recommend placements suitable for the different target market.
- For the demographics, the media agency will give recommendation based on the data and yielded results from the research.
- As stated, there is no need for creative agency fees. The amount included in the TOR will be solely for media plans and placements, inclusive of applicable taxes.

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

25 July 2019