



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 11 November 2019 for the **Procurement of the Services of a Creative Agency for the Philippine Heritage Project (2nd Bidding) (REI No. 2019-016)**.

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

• **On the Terms of Reference**

OLD PROVISION			NEW PROVISION		
VII. TIMELINE			VII. TIMELINE		
	November	December		Effective from the issuance of Notice to Proceed	May 2020
Integrated Marketing	P meet with DOT -Pre-production coordination - Shoot	Terminal report submission	Integrated Marketing	P meet with DOT -Pre-production coordination - Shoot	Terminal report submission
*The schedules may change based on the proposed plans and as advised by DOT			*The schedules may change based on the proposed plans and as advised by DOT		
VIII. MILESTONES			VIII. MILESTONES		
A. Milestones			A. Milestones		
<ol style="list-style-type: none"> The campaign, including preparation and production, will start November to December 2019. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones: 			<ol style="list-style-type: none"> The campaign, including preparation and production, will start January to May 2020. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones: 		
	Milestones	Payment (%)		Milestones	Payment (%)
	Upon approval of integrated marketing proposal	30%		Upon approval of integrated marketing proposal	30%
	Upon approval of all AVP storyboards	20%		Upon approval of all AVP storyboards	20%
	Upon submission and approval of all AVP materials	20%		Upon submission and approval of all AVP materials	20%
	Upon submission and approval of branding, static poster design and infographic collaterals	10%		Upon submission and approval of branding, static poster design and infographic collaterals	10%
	Upon submission and approval of all curated photos	10%		Upon submission and approval of all curated photos	10%
	Upon acceptance of the Terminal Report	10%		Upon acceptance of the Terminal Report	10%
	TOTAL	100%		TOTAL	100%
B. Qualification			B. Qualification		
Xxx			Xxx		

<p>C. Minimum Required Personnel Xxx</p> <p>D. Campaign Presentation</p> <ol style="list-style-type: none"> 1. Shortlisted bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT Officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary. 2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT. 3. Should a presentation be required, it will be rated by BAC and TWG Members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores. 	<p>C. Minimum Required Personnel Xxx</p> <p>D. Campaign Presentation</p> <ol style="list-style-type: none"> 1. Shortlisted bidders who will be declared compliant with the technical requirements on the opening of bids <u>will</u> be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT Officials and other tourism stakeholders that the DOT will invite during the pitch presentation. 2. <u>Each shortlisted bidder will be given thirty (30) minutes to present their Integrated Marketing Plan including the storyboard for one (1) AVP and another thirty (30) minutes for the question and answer portion. After their presentation, bidders are required to submit five (5) sets of print-outs and flash drive.</u> 3. <u>The bidder's presentation</u> will be rated by BAC and TWG Members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.
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II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

- Target emerging markets are Western Europe, Mediterranean, Middle East, Russia and CIS and Southeast Asia.
- Bidders are requested to submit a whole integrated marketing campaign with the option to include a social media plan, PR plan and events/launch plan. The execution of these plans are not included in the budget.
- Bidders can include in their proposal the experts in Philippine Heritage that they plan to tap for research purposes.
- If declared "passed" during the opening of technical bids on **25 November 2019**, shortlisted bidders will be required to present on **26 November 2019, 1:00 p.m. at the 3rd Floor Conference Room, DOT Building**, as part of the Technical Bid evaluation.

III. Response to queries received by the BAC:

1. Design a logo: What is the purpose of another logo for heritage campaign?

The It's More Fun in the Philippines is the main campaign. DOT wants to focus on Philippine Heritage with its own integrated marketing campaign, similar to how DOT has promoted its sustainability campaign "Save our Spots", or its RA 9593 celebration campaign titled "Tourism Decade".

2. Media Channels Strategy for the materials they requested; Usually, a media agency would have prescribed the materials requested base on an approved media plan. Do you have information where the videos will be housed and visual design posters being requested to be mounted?

DOT encourages the creative agencies to give a cutting edge, out of the box integrated marketing campaign on Philippine heritage. While the main output stated in the terms of reference are creation of the audio videos, DOT expects the bidders to present the whole landscape of the IMC including plans for: media placement, social media, public relations, etc., to help DOT gauge the capacity of the agency to create an effective campaign.

3. Will DOT local agencies help us in coordinating the shoots in heritage places. What support can local DOT give to agency?

Yes, as with all the shoots, DOT has access to local government units and DOT regional offices across the region and they will be coordinating and assisting the agency.

4. What are crucially needed for the presentation?

Bidders are given thirty (30) minutes to present their Integrated Marketing Plan including the storyboard for the main AVP. After their presentation, bidders are required to submit five (5) sets of print-outs and flash drive.

5. Who is our contact in NCCA?

DOT closely works with the NCCA and will be connecting the awarded agency with the NCCA. The bidder is requested to include in the presentation their list of cultural experts they want to tap.

6. Which international market (countries) are we talking to?

Emerging markets such as Western Europe, Mediterranean, Middle East, Russia and CIS and Southeast Asia.

7. Is there a generational group we plan to tap?

The DOT wants assets that appeal to all ages but should prioritize Gen Z, Millennials and Gen. X.

8. Out of the 40% Cultural Tourists, do we have data where they are from and how old they are?

Agencies will have access to DOT data once selected. They can refer to the UNWTO article for insights <http://www2.unwto.org/webform/survey-big-data-and-cultural-tourism>. However, in the Terms of Reference, the scope of work states "conduct research on the areas to be identified as heritage sites". The DOT will also require agencies to do research about Philippine heritage and cultural tourism.

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

18 November 2019