

SUPPLEMENTAL/BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to all prospective bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 30 October 2019 for the **Procurement of Creative Agency for the Great Mall Wide Sale Campaign (DOT-BAC-REI No. 2019-020)**.

A. Clarifications on the Bidding Documents

B. Under Section VII. Technical Specifications of the Bidding Documents

I. Project Description

OLD PROVISION	NEW PROVISION
Creative Agency for the promotion and marketing of the “Great Mall Wide Sale” in January 2020	Creative Agency for the promotion and marketing of the “Great Mall Wide Sale” in <i>March</i> 2020

III. Objectives and Targeted Outcome

OLD PROVISION	NEW PROVISION
<p>The procurement of the services of an experienced full-service creative agency are as follows:</p> <p>A. To create a promotional campaign, specifically online content and creative materials for the Great Mall Wide Sale that will be launched on January 2020;</p> <p>B. To position the Philippines as a shopping destination in South East Asia;</p>	<p>The procurement of the services of an experienced full-service creative agency are as follows:</p> <p>A. To create a promotional campaign, specifically online content and creative materials for the Great Mall Wide Sale that will be launched on <i>March</i> 2020;</p> <p>B. To position the Philippines as a shopping destination in South East Asia;</p>

IV. Scope of Work and Deliverable:

On Deliverables

OLD PROVISION	NEW PROVISION
<p>Creation of Promotional Campaign</p> <p>- To produce a promotional campaign that will highlight the various malls in the country</p> <p style="padding-left: 40px;">o The campaign must create buzz and awareness for the launch of the Great Mall Wide Sale in January 2020</p> <p>xxx</p>	<p>- To produce a promotional campaign that will highlight the various malls in the country</p> <p style="padding-left: 40px;">o The campaign must create buzz and awareness for the launch of the Great Mall Wide Sale in <i>March</i> 2020</p> <p>xxx</p>

OLD PROVISION	NEW PROVISION
<p>AVP Production and Creation</p> <ul style="list-style-type: none"> - To produce at least one (1) AVP that: <ul style="list-style-type: none"> o Aims to feature the participating mall brands in the Philippines o Material will be used for digital and OOH placements and events o Edit-downs of 45s, 30s, and 15/10s o Length of AVP: Minimum of 1 minute and 30 seconds and maximum of 3 minutes o At least 5 translations to other languages 	<p>AVP Production and Creation</p> <ul style="list-style-type: none"> - To produce at least one (1) AVP that: <ul style="list-style-type: none"> o Aims to feature the participating mall brands in the Philippines o Material will be used for digital and OOH placements and events o Edit-downs of 45s, 30s, and 15/10s o Length of AVP: Minimum of 1 minute and 30 seconds and maximum of 3 minutes o Must at least have 5 translations (Top Markets: Korea, China, USA, Japan, and Taiwan)
<p>Digital Media Partnerships</p> <ul style="list-style-type: none"> - To partner with at least one (1) effective social media influencer that will cater to both the local and foreign market <ul style="list-style-type: none"> o Influencer must have at least 300,000 followers in their main social media platform 	<p>Digital Media Partnerships</p> <ul style="list-style-type: none"> - To partner with at least one (1) effective social media influencer that will cater to both the local and foreign market <ul style="list-style-type: none"> o Influencer must have at least 700,000 followers in their main social media platform
<p>Digital Content Creation</p> <ul style="list-style-type: none"> - To produce at least five (5) dynamic and five (5) static digital content derived from AVP visuals 	<p>Digital Content Creation</p> <ul style="list-style-type: none"> - To produce at least five (5) dynamic and five (5) static digital content derived from AVP visuals - Must at least have 5 transcreations (Top Markets: Korea, China, USA, Japan, and Taiwan)
<p>OOH Visual Design</p> <ul style="list-style-type: none"> - To produce at least 10 out of home designs derived from AVP visuals and brand developed 	<p>OOH Visual Design</p> <ul style="list-style-type: none"> - To produce at least 10 out of home designs derived from AVP visuals and brand developed - Must at least have 5 transcreations (Top Markets: Korea, China, USA, Japan, and Taiwan)

V. Project Duration and Budget Allocation:

OLD PROVISION	NEW PROVISION
<p>The Approved Budget of the Contract (ABC) is Ten Million Pesos (Php 10,000,000.00) inclusive of all applicable taxes, bank charges and other fees as may</p>	<p>The Approved Budget of the Contract (ABC) is Ten Million Pesos (Php 10,000,000.00) inclusive of all applicable taxes, bank charges and other fees as may be incurred</p>

<p>be incurred in the process. The campaign will be implemented from November to December 2019.</p> <p>xxx</p>	<p>in the process. <i>The campaign will run for at least three (3) months right after release of Notice to Proceed.</i></p> <p>xxx</p>
--	--

VIII. Criteria for Rating:

On Technical Bid/Proposal Criteria and Rating:

OLD PROVISION	NEW PROVISION
B. Expertise and Capability of the Firm	<i>B. Experience and Capability of the Consultant</i>

All unamended portions of the Bidding Documents shall remain the same.

The contents of this Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of prospective bidders.


ASEC. ROBERTO P. ALABADO III
 Chairperson, Bids and Awards Committee
 Department of Tourism

05 November 2019