



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for the Department of Tourism's Sustainable Tourism Campaign (2nd Posting) (DOT-BAC REI No. 2021-006)

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 22 July 2021 for the aforementioned project. This shall form part of the Bidding Documents

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

I. Amendments on the Terms of Reference

A. Under III. Scope of Work and Deliverables

<i>Scope of Work</i>	<i>Deliverables</i>
<p>PHASE 1: An Integrated Marketing Campaign for Sustainable Tourism</p> <p>The Agency will create and execute a strategic creative marketing campaign that will support DOT's objective in educating the Filipino public about sustainable tourism while also getting stakeholders involved in the campaign.</p> <p>The marketing plan should be able to put a spotlight on exemplary enterprises, organizations, or even LGUs that have prioritized sustainable tourism. The goal is to incentivize stakeholder participation through marketing and promotions efforts extended by DOT.</p> <p>The objectives of the campaign will be the following:</p> <ol style="list-style-type: none"> 1. Market and promote the existing DOT Sustainable Tourism award program featuring exemplary stakeholders 2. Educate the public about sustainable tourism and its components 3. Encourage the public to support stakeholders that practice sustainable tourism 4. Inspire the public to participate in sustainable tourism efforts and become responsible tourists <p>Celebrate women, children, and other marginalized tourism stakeholders and their role in creating a sustainable tourism industry</p>	<ol style="list-style-type: none"> 1. Create an integrated marketing communications (IMC) plan <ul style="list-style-type: none"> • Establish measurable goals and KPIs • Identify target audience and personas • Identify channels where the content will be published 2. Asset Creation which may include but is not limited to: <ul style="list-style-type: none"> • No Less Than Three (3) AVPs with minimum running time of 2:00 mins • Five (5) Write-ups • One (1) Launch of the campaign or event activation 3. Social media promotions <ul style="list-style-type: none"> • One (1) social media plan • Ten (10) social media assets 4. Creation of microsite content within Philip- pines.travel to collate all materials of the campaign 5. Publicity plan 6. Terminal Report <p>The Agency will be responsible and cover all costs in executing the marketing campaign. The budget includes honorarium fees, cost of logistics, accommodation, food, transportation, permits, location fees, production costs, COVID-19 testing, and more.</p>

B. Under IV. Project Duration and Budget Allocation

MILESTONES	PAYMENT
Approval of the integrated marketing plan for Sustainable Tourism and YOPA	25%
Approved execution and report of the Phase 1 assets	20%
Approved execution and report of the Phase 1 microsite	10%
Approved execution and report of the Phase 1 event activation	10%
Approved execution and report of the 4 AVPs of the YOPA campaign	15%
Approved execution and report of the 3 AVPs of the YOPA campaign	10%
Submission of a comprehensive report for accomplished marketing campaigns	10%

*Note: Please refer to **Annex “A”** for the revised Terms of Reference.*

II. On the Bidding Documents

- Bidders are reminded to make sure that the criteria in the technical rating will be reflected in the Curriculum Vitae of the proposed personnel and other documents to be rated accordingly.
- For purpose of submission, the use of digital or electronic signature of the personnel on TPF.6 (Format of Curriculum Vitae for proposed Professional Staff) will be allowed, with the physical signature of the authorized representative. However, submission of the physically signed and notarized forms will be required during post-qualification.
- Unnotarized Bid Securing Declaration and Unnotarized Omnibus Sworn Statement will be allowed/accepted during the submission of bids pursuant to GPPB Resolution No. 09-2020 (dated 07 May 2020), subject to compliance therewith during post-qualification.

III. On the Pitch Presentation

- Bidders will be expected to present a strategic IMC plan. During the presentation, bidders must be able to present the big idea of the campaign and show how these ideas will be executed.
- Bidders will be given 30 minutes to present and another 30 minutes for the question and answer.
- Pitch Presentation for this campaign will be on **10 August 2021 at 1:30 P.M.** onwards. Order / sequence of presentation is as follows:

Agency	Time
DDB Philippines, Inc.	01:30 P.M. – 02:30 P.M.
COMS 360 Inc.	02:30 P.M. – 03:30 P.M.

Please see Zoom Meeting link below:

<https://us02web.zoom.us/j/84760829919?pwd=VU9Ea04zS0xwdW5ZQUVd1ZOMDZNUOT09>

Meeting ID: 847 6082 9919

Passcode: branding

- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck on **August 9, 2021**.

IV. Submission of Technical and Financial Documents and Opening of Technical Bids

- Shortlisted bidders are reminded on the deadline for the submission of Technical and Financial Documents on **August 4, 2021 (until 9:00 A.M. ONLY)**. Opening of Technical Bids will be on the same day at 10:30 A.M.

For the guidance and information of all concerned.

28 July 2021


OIC-USEC. REYNALDO L. CHING
DOT-BAC Chairperson 