



SUPPLEMENTAL/BID BULLETIN NO. 2

Procurement of Consulting Services for the Department of Tourism's Advocacy Programs and Campaigns (3rd Posting) (DOT-BAC REI No. 2021-009)

This **Supplemental/Bid Bulletin No. 2** 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 04 October 2021 for the aforementioned project. This shall form part of the Bidding Documents

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

A. On the Terms of Reference

- **Under Item III. Scope of Work and Deliverables**

- a. Branding Guidelines**

- i. Logo**

- 1. The bidders may follow the It's More Fun in the Philippines" color palette. Bidders may opt to make the logos darker or lighter than the IMFITP palette (*please see attached IMFITP color palette*).
 - 2. An omnibus logo will not be included. However, bidders are expected to provide one logo per each programs and campaigns.

- b. Production and Implementation of an Audio – Visual Presentation (AVP) to promote the DOT Advocacy Campaigns.**

- i. The AVPs will be in English format, since these may be shared to foreign markets once allowed.
 - ii. The production of at least 5 sustaining videos for each campaign will have a minimum 01:30 minutes and maximum of 5 minutes running time.
 - iii. The awarded bidder will be expected to coordinate and communicate with different stakeholders to create the required AVPs.
 - iv. Destinations that will be featured in the AVPs will be finalized once the contract has been awarded to the winning agency.

- c. Terminal Report and Workshop**

- i. The workshop is an extension of the post report, where the learnings of the agency will be discussed, including insights, analysis, recommendations to the Department to further strengthen DOT's programs and campaigns.

*Please refer to **Annexes "A", "B", "C" and "D"** for the briefer on Barrier-Free Tourism, Filipino Brand of Service (FBS), TourISM WoRCS and Gender Fair Media Guidebook, respectively.*

- **Under Item IV. Scope of Price Proposal and Schedule of Payment**
 - a. **Contract Duration**
 - i. The Contract duration is at four (4) months, including the production of Audio-Visual Presentations (AVPs), The implementation of the campaign may not necessarily happen during these 4 months.
- **Additional Inquiries**
 - a. **Research Materials that the Agency can utilize for the Campaign**
 - i. The Department currently has no research in relation to the Advocacy programs and campaigns. The end-users welcome any recommendations and suggestions from the bidders.

B. On the Bidding Documents

- Bidders are reminded to make sure that the criteria in the technical rating will be reflected in the Technical Proposal Forms (TPFs) and other documents to be rated accordingly.
- Bidders must strictly follow and use the technical and financial forms provided in the bidding documents.
- 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.
- There must be no reimbursables to DOT and all expenses must be included in the bidder's financial bid proposal.

C. On the Pitch Presentation

- Bidders will be expected to include in their presentation the concepts, visual designs, and treatment for the three (3) campaigns. Bidders may also propose recommended strategies on how to promote and execute these campaigns.
- 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 19 October 2021 at 1:30 P.M. Please see Zoom Meeting link and order of presentation below:

Topic: Pitch Presentation for DOT's Advocacy Programs and Campaigns
 Time: October 19, 2021 01:30 P.M. Asia/Manila

Join Zoom Meeting
<https://us02web.zoom.us/j/85325055807?pwd=aWE0L2xmeEMzaEJEWmJ5NTF4b2tnZz09>

Meeting ID: 853 2505 5807
 Passcode: branding

Bidder	Schedule
Organic Intelligence Consulting, Inc.	01:30 PM – 02:45 PM
DDB Philippines, Inc.	02:45 PM – 04:00 PM

- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the original technical bid envelope.

D. 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 **October 18, 2021 (until 9:00 A.M. ONLY)**. Opening of Technical Bids will be on the same day at 10:00 A.M.

For the guidance and information of all concerned.

11 October 2021


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