

Standard Form Number: SF-GOOD-30  
 Revised on: MAY 24, 2004

24 August 2020

**SUPPLEMENTAL/BID BULLETIN NO. 2020-047**

This **Supplemental/Bid Bulletin No. 2020-045** is issued to modify or amend items in the Bidding Documents relative to the **Request for Expression of Interests (REI) No. 2020-007** for the requirements **“Services of a Creative Agency for the Philippines Tourism Industry Campaigns”** as follows:

ITEM NUMBER	SPECIFICATION		
		FROM	TO
1	Production of Marketing/IEC Collaterals	<p><b>Lot 2, Terms of Reference, IV. Scope of Work Deliverables, Production of Marketing/IEC Collaterals</b></p> <p>Design and produce two (2) flyer/brochure- type IEC materials containing health and safety protocols per tourist destination/ area or information and updates on the tourism industry’s efforts related to the COVID-19.</p>	<p>xxx</p> <p>Print and produce 100,000 copies per design of the approved flyer/brochure type IEC materials.</p>

2	Terms of Payment	<p><b>Lots 1 and 2, Terms of Reference, V.Project Duration and Budget, No.3</b></p> <p><b>Lot 1</b></p> <table border="1" data-bbox="622 352 1285 943"> <thead> <tr> <th>Milestones</th> <th>Payment (%)</th> </tr> </thead> <tbody> <tr> <td>Submission and approval of the complete marketing campaign proposal, brand book, and production timelines for the other creative materials to be delivered</td> <td>15%</td> </tr> <tr> <td>Submission of the approved storyboard for the omnibus AVP</td> <td>15%</td> </tr> <tr> <td>Completion and submission of omnibus AVP</td> <td>15%</td> </tr> <tr> <td>Completion and submission of all digital content</td> <td>20%</td> </tr> <tr> <td>Completion and submission of approved ooh and print materials</td> <td>20%</td> </tr> <tr> <td>Completion and submission of approved marketing/IEC collaterals</td> <td>10%</td> </tr> <tr> <td>Submission of approved terminal report for the whole campaign</td> <td>5%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> </tr> </tbody> </table> <p><b>Lot 2</b></p>	Milestones	Payment (%)	Submission and approval of the complete marketing campaign proposal, brand book, and production timelines for the other creative materials to be delivered	15%	Submission of the approved storyboard for the omnibus AVP	15%	Completion and submission of omnibus AVP	15%	Completion and submission of all digital content	20%	Completion and submission of approved ooh and print materials	20%	Completion and submission of approved marketing/IEC collaterals	10%	Submission of approved terminal report for the whole campaign	5%	<b>Total</b>	<b>100%</b>	<p><b>Lot 1</b></p> <table border="1" data-bbox="1339 352 2002 1158"> <thead> <tr> <th>Milestones</th> <th>Payment (%)</th> </tr> </thead> <tbody> <tr> <td>Upon submission of approved full marketing campaign concept, brand book, production timelines for the other creative materials to be delivered, and the story board for the omnibus AVP;</td> <td>15%</td> </tr> <tr> <td>Submission of first offline edit of the omnibus AVP; approved script and treatment for radio commercial; storyboards and visual treatment of all digital content, OOH, and print materials;</td> <td>35%</td> </tr> <tr> <td>Submission of approved final online edit of the omnibus AVP with derivatives (offline); radio commercial material/s; completion of all digital content materials</td> <td>30%</td> </tr> <tr> <td>Submission of approved FA for OOH and Print materials</td> <td>10%</td> </tr> <tr> <td>Submission of approved terminal report for the whole campaign and turn-over of all raw footages, images, b-rolls, super-less AVPs and edit downs; and editable files of all materials enumerated above</td> <td>10%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> </tr> </tbody> </table>	Milestones	Payment (%)	Upon submission of approved full marketing campaign concept, brand book, production timelines for the other creative materials to be delivered, and the story board for the omnibus AVP;	15%	Submission of first offline edit of the omnibus AVP; approved script and treatment for radio commercial; storyboards and visual treatment of all digital content, OOH, and print materials;	35%	Submission of approved final online edit of the omnibus AVP with derivatives (offline); radio commercial material/s; completion of all digital content materials	30%	Submission of approved FA for OOH and Print materials	10%	Submission of approved terminal report for the whole campaign and turn-over of all raw footages, images, b-rolls, super-less AVPs and edit downs; and editable files of all materials enumerated above	10%	<b>Total</b>	<b>100%</b>
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3	Length of Presentation	<p><b>Lots 1 and 2 Terms of Reference, VIII. Criteria for Rating, No. 2</b></p> <p>A maximum of thirty minutes (30 minutes) will be given to each agency for its presentation to BAC and TWG Members and such other individuals to be invited by the TPB. The allotted time excludes the question and answer portion. [SEP]</p>	<p>A maximum of <b>forty-five minutes (45 minutes)</b> will be given to each agency for its presentation to BAC and TWG Members and such other individuals to be invited by the TPB. The allotted time excludes the question and answer portion. [SEP]</p>
4	Submission Bids and Opening of Technical Enevelope	<p><b>Bid Bulletin No. 2020.045 dtd. 17 August 2020</b></p> <p>The Technical and Financial Documents must be submitted separately in compressed archive folders, with the link sent by email to <b>bac_sec@tpb.gov.ph</b> on or before <b>02 September, 9:00am</b></p> <p><b>02 September 2020 9:30am</b></p> <p>Zoom Meeting</p> <p>Link will be provided to shortlisted bidders who submitted the bid on or before <b>02 Spetember 2020, 9:00am</b></p>	<p>xxx</p> <p>xxx</p>

<p>5</p>	<p><b>Presentation of Bidders and Opening of the Financial Envelope</b></p>	<p><b>Lots 1 and 2, Bidding Documents, Bid Data Sheet, ITB Clause 26.1</b></p> <p>The opening of Financial Proposals shall be on <b>06 August 2020, 10:30am</b> at the <b>Boardroom, Tourism Promotions Board, 4/F, Legaspi Towers 300, Roxas Boulevard, Manila</b></p> <p>Financial Proposals be opened in public.  <b>A maximum of thirty minutes (30 minutes) will be given to each agency for its presentation before the Opening of the Financial Envelope. The allotted time excludes the question and answer</b></p>	<p>The opening of the Financial Proposal shall be on <b>03 September 2020, via Zoom Conference</b></p> <p>Financial Proposals shall be opened in public  A maximum of <b>forty-five (45) minutes</b> will be given to each agency for its presentation before the Opening of the Financial Envelope. The Allotted time excludes the question and answer</p> <p>The presentation of bidders is on <b>03 September 2020, via Zoom Conference</b></p> <p>A maximum of <b>five (5) representatives</b> from each agency per lot shall be admitted to join the presentation.</p> <p>Bidders have <b>45 mins</b> to present the plan of approach and methodology for each lot</p> <p>The order of presentation is:</p> <p>Lot 1    1:30 – 2:15pm – DDB Philippines, Inc.                2:30 – 3:15pm – BBDO Guerrero, Inc.</p> <p>Lot 2    3:30 – 4:15 - DDB Philippines, Inc.                4:30 – 5:15 - BBDO Guerrero, Inc</p> <p><i>Note: For the appreciation of the raters and invited guests, TPB welcomes the presentation of the other creative deliverables required for both Lot 1 and 2</i></p>
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<p><b>6</b></p>	<p><b>Subcontracting is Allowed</b></p>	<p><b>Lots 1 and 2, Bidding Documents, III. Bid Data Sheet</b></p> <p>ITB Clause 6.1 Subcontracting is not allowed</p> <p>ITB Clause 6.2 Not applicable</p>	<p>If the Consultant will engage a subconsultant for the portions of the Consulting Services allowed to be subcontracted, the Consultant shall indicate which portions of the Consulting Services will be subcontracted, identify the corresponding subconsultant, and include the legal eligibility documents of such subconsultant.</p> <p>Specify the portions of Consulting Services and the maximum percentage allowed to be subcontracted.</p> <p><i>NOTE: Only a maximum of twenty percent (20%) of the Consulting Services may be subcontracted.</i></p> <p>Specify the eligibility criteria that subconsultants must comply with, including the corresponding documentary requirements therefor</p> <p><i>ITB Clause 6.3</i> The Consultant may identify the subconsultant to whom a portion of the Consulting Services will be subcontracted at any stage of the bidding process or during contract implementation. If the Consultant opts to disclose the name of the subconsultant during bid submission, the Consultant shall include</p>
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			<p>the required documents as part of the technical component of its bid. A subconsultant that is identified by the Consultant during contract implementation must comply with the eligibility criteria and documentary requirements and secure approval of the Procuring Entity.</p> <p><i>ITB Clause 50.2</i> Subconsultants disclosed and identified during the bidding may be changed during the implementation of this Contract, subject to compliance with the required qualifications and the approval of the Procuring Entity. [SEP]</p>
7	<b>TPF 2 . Consultant's Reference</b>	<p><b>Lots 1 and 2, Bidding Documents, TPF 2</b></p> <p>Relevant Services Carried Out in the Last Five Years That Best Illustrate Qualifications</p>	<p>Relevant Services Carried Out in the <b>Last Three</b> Years That Best Illustrate Qualifications</p>

For guidance and information of all concerned.



**ATTY. VENANCIO C. MANUEL III**  
Chairperson   
Bids and Awards Committee

Received by the Bidder:

\_\_\_\_\_

Date: \_\_\_\_\_