

Standard Form Number: SF-GOOD-30

Revised on: MAY 24, 2004

03 December 2020

SUPPLEMENTAL/BID BULLETIN NO. 2020-070


This **Supplemental/Bid Bulletin No. 2020-070** is issued to modify or amend items in the Terms of Reference relative to the **Request for Proposal (RFP) No. 2020.12.415** for the requirements *“Services of an Advertising Agency to Develop and Produce Press Releases and Social Media Boosting and Circulation of Marketing Content”* in connection with the Ultimate Bucket List Adventure as follows:

ITEM NUMBER	SPECIFICATION		
		FROM	TO
1	Deliverables	Advertise, circulate, and boost all AVPs and digital materials made to be distributed for ten (10) days to promote and advertise the Ultimate Bucket List Adventure to all social media platforms.	One (1) AVP for the overall campaign/activity, One (1) Infomercial video detailing the mechanics/how to join, and one (1) infographic content (poster image), to be boosted for 10 days from Dec 2020 - February 2021 (specific schedule of boosting will be further advised). TPB will advise the winning bidder once the contents are ready for boosting.
2	Scope of Work	The digital materials and content must be circulated and advertised through agreed/authorized Facebook, Instagram, and YouTube accounts.	The digital materials and content must be circulated and advertised through agreed/authorized Facebook, Instagram, and YouTube accounts of the TPB

3.	The mechanics of the Program on the Number of Destinations to be included in the bucket list adventure circuit	n.a.	A participating traveler must travel to five (5) Philippine destinations/provinces to automatically win an all-expense paid travel voucher to any Philippine destination. Participants must physically travel to these destinations and post their experiences on socials using TPB hashtags. Other details of the mechanics will be presented and discussed
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For guidance and information of all concerned.



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

Received by the Bidder:

Date: _____