

BIDS AND AWARDS MINUTES OF THE MEETING

Updated as of 20 September 2019

DATE 20 August 2020	TIME STARTED 10:00am	TIME ENDED 10:54am	
BIDDING ACTIVITY	<i>Mark (X)</i>		
	() Pre - Procurement Conference		() Opening of Bids
	(X) Pre - Bidding Conference		() Special Meeting / Others
PROJECT TITLE: Full Service Creative Agency (Lots 1 and 2) Lot 1: Domestic Tourism Welcome Back Campaign (ABC Php52,500,000.00) Lot 2: New Normal for Traveling Campaign (ABC Php42,000,000.00)			APPROVED BUDGET COST Php92,500,000.00
<i>Mark (X)</i>			
BAC MEMBERS	Chairperson (x) Atty. Venancio C. Manuel III Vice Chairperson (x) Marian Sarah C. Garate Regular Member (x) Ramon de Veyra <i>Alternate Member</i> () Marivic M. Sevilla Provisional Member (x) Nerissa D. Juan <i>Alternate PM</i> (X) Hernan Narvadez Provisional End User (x) Nedalin Miranda		
Project Officer	(x) Kazumi Lil Policarpio		
BAC Secretariat	(x) Janet Villafranca Eloisa Romero		
TECHNICAL WORKING GROUP	<i>Mark (X)</i>		
	GOODS	CONSULTING	INFRASTRUCTURE
	() Carmela Joy A. Febrio	(x) Rose Ann B. Cruz	() Edmon Gerald A. Loza
	() Nelson D. Lopez	(x) Francine M. Roca	() Remigio U. Pagaduan
() Michael M. Malonda	() Charisse Lacson	() Cesar R. Villanueva	
BIDDER / REPRESENTATIVE			
BBDO: Karen Go, Kaye Sordan, Francine Gonzales, Meda Cruz DDB: Anna Norbert, Erlito Reyes, Maristella C., Marlene C., Shallie Mae F.			
Highlights of the Meeting:			
<ol style="list-style-type: none"> 1. The Chairperson called the meeting to order upon confirmation of quorum; 2. The Chairperson requested the end-user to present the project's terms of reference (TOR); 3. The end-user presented the TOR and requested the Chairman to open the floor for questions; 4. Ms. Karen Go of BBDO inquired about the project schedule; 5. The end-user replied target launch is in November for completion within the year as much as practicable; 6. Ms. Go of BBDO inquired about the type of safety measures that will be the subject of the campaign; 7. The end-user replied health and safety protocols for restaurants, accommodations, transportation, meeting venues, and later to include destinations like beaches, tour operators/operations, tour guides, and how to communicate these to the locals, local partners, local government units, and communities; 8. As a follow up question, Ms. Go asked where can this information be taken from, and the end-user replied some of these are already published or can be provided by TPB; 9. Another question was whether there are any priority destinations to which the end-user replied Baguio, Bohol, Northern Palawan esp. El Nido and Coron, Boracay and Metro Manila, underscoring focus on the readiness of destinations to bring back the confidence of the domestic travelers; 10. Ms. Anna Norbert of DDB asked if the Its More Fun in the Philippines slogan must be included in all materials, and the end-user replied only where appropriate; 11. Ms. Norbert asked if the payment schedule can be adjusted to 30-30-20-10-10 due to the works needed for the milestones, and the BAC Chairman replied we will discuss and post a bid bulletin if warranted; 			

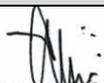
12. Ms. Karen of BBDO asked if the creative materials are expected inclusions in the technical submission and if the pitch presentation is on the same day as the bid opening;
13. The end-user replied that the creative concept must be included in the pitch presentation and the presentation may be scheduled on another day other than the bid opening day because of the availability of officials who need to attend the presentation, and as a follow up, the BAC Chairman inquired with the bidders' representatives about their take on the matter;
14. Ms. Karen of BBDO requested to separate the creative submission from the technical submission, while Ms. Anna of DDB said that DDB will follow the protocol or requirement of TPB;
15. The Chairman replied that this matter will be discussed further and a bid bulletin will be issued if warranted, and he also stressed the importance of substantiating the criteria with the submissions, based on the rating guide;
16. The pitch presentation should thus include the concept and peg on how each deliverable will be treated;
17. The DDB representative asked if the project is likely to extend to 2021, and in support of this, the BBDO representative pointed out that activities which were completed in one day before may not be completed in one day now because of the challenges brought about by the pandemic;
18. The Chairman replied that the mindset is to complete the project by end of December 2020 and extension will depend on the circumstances;
19. The BBDO representative inquired about the key performance indicators (KPI) for the campaign i.e. arrivals, etc. and in response, this was referred to the TOR;
20. It was noted that there will be a landing page for the campaign where all the materials will be placed;
21. It was also asked if subcontracting is allowed to which the end-user replied yes and that it is understandable to consider that the subcontractors may not be identified yet at this stage, and the BAC Chairman noted that the applicable bid bulletin will be issued for this if necessary;
22. The end-user and the BAC Chairman also noted that the required expertise whether 3 or 5 years will be discussed and harmonized through a bid bulletin;
23. There being no further question, the pre-bid conference was adjourned at 10:54 a.m.

Prepared by:


ELOISA A. ROMERO

 Signature Over Printed Name of BAC Secretariat Head

Certified by:


ATTY. VENANCIO C. MANUEL III

 Signature Over Printed Name of Presiding Officer