

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

02 November 2022

SUPPLEMENTAL/BID BULLETIN NO. 2022-067

This Supplemental/Bid Bulletin No. 2022-067 is issued to modify or amend items in the Bidding Documents relative to the Request for Expression of Interests (REI) No. 2022-022 for the requirements **“Full-Service Media Agency for Tourism Promotions Board’s 2022 Local Media Planning, Buying, and Placements”** as follows:

ITEM NUMBER	SPECIFICATION		
		FROM	TO
1.	Terms of Reference, Media Planning, Buying, and Implementation	<p>xxx</p> <p>The Media Plan (Visual Media Schedule) should include the following information:</p> <ul style="list-style-type: none"> Media (Digital, Print/TV/OOH); Vehicle (Web/Social Media Platform, TV Program/Channel, Publication, etc.) <ul style="list-style-type: none"> Digital – programmatic/ social media platforms, travel/tourism websites, etc. TV – strategic number of TV spots in free TV and paid networks across all regions Print – print ads in top/leading local broadsheets or magazines OOH – recommended locations and types of OOH ads (LED, Transit Ad execution, etc.) 	<p>Xxx</p> <p>The Media Plan (Visual Media Schedule) should include the following information:</p> <ul style="list-style-type: none"> Media (Digital, Print/OOH); Vehicle (Web/Social Media Platform, Publication, etc.) <ul style="list-style-type: none"> Digital – programmatic/ social media platforms, travel/tourism websites, etc. Print – print ads in top/leading local broadsheets or magazines OOH – recommended locations and types of OOH ads (LED, Transit Ad execution, etc.) <p>Note: If radio and TV is still highly recommended to be included in the media plan, provide a justification or relevant data/study to</p>

			support the recommendation
2.	Terms of Reference, Media Planning, Buying, and Implementation	n.a.	<ul style="list-style-type: none"> Targeting should cater to these 5 travel motivations: <ol style="list-style-type: none"> Reconnecting with family New experiences Wellness Spirituality or looking for self Education Given the material availability, the proposed media plan must include branded/custom content Available materials/assets that could be used/repurposed are from TPB's It's More Fun With You campaign, DOT's 7641 and Discover more fun campaigns With regard to the branding and communication/messaging <ol style="list-style-type: none"> "It's More Fun" cannot be applied anymore but the elements of the IMFITP and IMFWY branding such as color, font styles, etc. can still be used the word "FUN" however, can still be

			<p>used in conjunction with "PHILIPPINES"</p> <p>c. CTA and Copy must be aligned on the market demand/activities and should be geared towards travel motivations: family, wellness, self-discovery (spirituality), education, new experiences such as: "Did you know (new experiences)"</p> <p>d. Go Where Your Mind's Been Wandering messaging can still also be used</p> <ul style="list-style-type: none"> Landing page will be the philippines.travel website while Travel Philippines app is not yet launched Social Media Account to be used for the ads will be The Philippines or tourismphl accounts
3.	Terms of Reference, Coordination and Negotiation	Assist in the evaluation of media proposals submitted by other media suppliers (publications, TV programs, digital/online platforms, etc) to TPB	Assist in the evaluation of media proposals submitted by other media suppliers (publications, digital/online platforms, etc) to TPB
4.	Terms of Reference, Item V. Project Duration and Budget, Number 3.	<p>TV/OOH/Print or Other Tactical Placements</p> <p>TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc);</p> <p>OOH: LED billboards, transit ads, etc.</p>	<p>OOH/Print or Other Tactical Placements</p> <p>OOH: LED billboards, transit ads, etc.</p> <p>Print: Full-color page ad in leading local broadsheets or magazines</p>

		Print: Full-color page ad in leading local broadsheets or magazines ₱13,660,000.00	₱13,660,000.00
5.	Terms of Reference, KPIs	n.a.	On KPIs/performance metrics, the agency can set appropriate/applicable KPIs/metrics on the proposed platforms provided that it should be more quantifiable (such as engagement and conversions) and go beyond reach and impressions. Identified KPIs/metrics will be subject to TPB approval

For guidance and information of all concerned.



ATTY. VENANCIO C. MANUEL III

Chairperson 

Bids and Awards Committee

Received by the Bidder:

Date: _____