



Republic of the Philippines  
**PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE**  
Malacañang, Manila

**FROM :** PCOO BIDS AND AWARDS COMMITTEE

**SUBJECT :** SUPPLEMENTAL BID BULLETIN NO. 17-ASEAN-005-BB3

**PROJECT :** PROCUREMENT OF SERVICES OF AN ADVERTISING AGENCY FOR THE INTEGRATED MARKETING PLAN/CAMPAIGN OF THE ASEAN 2017 CHAIRMANSHIP

**DATE :** 30 March 2017

This Bid Bulletin No. 3 is hereby issued for the information and guidance of all prospective bidders and shall form an integral part of the bidding documents issued for the above-referenced project.

Page No.	Old Provision	Amended Provision
1) Clause 25.1 in relation to Section 26.2: Sec. III, Bid Data Sheet (pp.46-48)	<p>If the evaluation procedure is Quality Based: The following processes for the opening and evaluation of bids shall be adopted:</p> <p>a) A two-stage procedure shall be adopted whereby each Consultant shall be required to submit his technical and financial proposals simultaneously in separate sealed envelopes.</p> <p>b) After receipt of bids, the technical proposals shall first be opened and evaluated, in accordance with <b>ITB</b> Clause 25.2. The BAC shall rank the consultants in descending order based on the numerical ratings of their technical proposals and identify the Highest Rated Bid: <i>Provided, however,</i> that the Highest Rated Bid shall pass the minimum score indicated therein.</p> <p>c) The HoPE shall approve or disapprove the recommendations of the BAC within two (2) calendar days</p>	<p><u>The following processes for the opening and evaluation of bids shall be adopted (Quality Based Evaluation Procedure):</u></p> <p>a) A two-stage procedure shall be adopted whereby each Consultant shall be required to submit his technical and financial proposals simultaneously in separate sealed envelopes.</p> <p>b) After receipt of bids, the technical proposals shall first be opened and evaluated, in accordance with ITB Clause 25.2. The BAC shall rank the consultants in descending order based on the numerical ratings of their technical proposals and identify the Highest Rated Bid: <i>Provided, however,</i> that the Highest Rated Bid shall pass the minimum score indicated therein.</p> <p>c) The HoPE shall approve or disapprove the recommendations of the BAC within two (2) calendar days after receipt of the results of the evaluation from the BAC.</p> <p>d) After approval by the HoPE of the Highest Rated Bid, its financial proposal shall be opened. The BAC shall, within three (3) calendar days, notify and invite</p>

	<p>after receipt of the results of the evaluation from the BAC.</p> <p>d) After approval by the HoPE of the Highest Rated Bid, its financial proposal shall be opened.</p> <p>The BAC shall, within three (3) calendar days, notify and invite the consultant with the Highest Rated Bid for the opening of financial proposal for the purpose of conducting negotiations with the said consultant. In the letter of notification, the BAC shall inform the consultant of the issues in the technical proposal the BAC may wish to clarify during negotiations.</p> <p>Negotiations shall be in accordance with <b>ITB</b> Clause 27, provided that the amount indicated in the financial envelope shall be made as the basis for negotiations and the total contract amount shall not exceed the amount indicated in the envelope and the ABC stated in <b>ITB</b> Clause 11.7.</p>	<p>the consultant with the Highest Rated Bid for the opening of financial proposal for the purpose of conducting negotiations with the said consultant. In the letter of notification, the BAC shall inform the consultant of the issues in the technical proposal the BAC may wish to clarify during negotiations.</p> <p>Negotiations shall be in accordance with <b>ITB</b> Clause 27, provided that the amount indicated in the financial envelope shall be made as the basis for negotiations and the total contract amount shall not exceed the amount indicated in the envelope and the ABC stated in <b>ITB</b> Clause 11.7.</p>
<p>2) 10.1(c) of Section III Bid Data Sheet (page 45)</p>	<p>The Advertising firm must have the following minimum qualifications:</p> <ol style="list-style-type: none"> <li>1. At least five (5) years in the Advertising business/industry;</li> <li>2. Must designate a team within the organization solely dedicated to ASEAN 2017;</li> </ol>	<p>The Advertising firm must have the following minimum qualifications:</p> <ol style="list-style-type: none"> <li>1. At least five (5) years in the Advertising business/industry;</li> <li>2. Must designate a team within the organization solely dedicated to ASEAN 2017;</li> <li>3. <u>The individual staff/employee designated as members of the team dedicated in ASEAN 2017, must have the following minimum qualifications:</u> <ol style="list-style-type: none"> <li>a) <u>At least one (1) employee has a minimum of ten (10) years work experience in advertising or PR or marketing industry;</u></li> </ol> </li> </ol>

		<p>b) <u>At least one(1) employee has a minimum of five (5) years work experience in advertising or PR or marketing industry;</u></p> <p>c) <u>All other staff/employees in the team must have at least one (1) year work experience in advertising or PR or marketing industry;</u></p>
3) 6.1 Sec. III Bid Data Sheet (p.44)	Subcontracting may be allowed with approval of PCOO and subject to the the provisions of paragraphs 6.1, 6.2 and 6.3 of Section II. Instruction to Bidders.	Subcontracting may be allowed; <u>The Consultant may subcontract portions of the consulting services to an extent with prior approval by PCOO; Consultant must indicate the scope of work to be subcontracted in the request for approval; however,subcontracting of any portion shall not relieve the Consultant from any liability or obligation that may arise from the Contract for this Project.</u>
6.2 of ITB (p. 23)	No provision in the BDS.	<p>Additional provision:</p> <p><u>Sub consultant must comply with the eligibility criteria and the legal eligibility requirements. In the event that any Sub consultant is found by the Procuring Entity to be ineligible, the subcontracting of such portion of the Consulting Services shall be disallowed.</u></p>
6.3 of ITB (p. 23)	No provision in the BDS.	<p>Additional Provision:</p> <p><u>If the Consultant opts to disclose the name of the Subconsultant during Bid Submission, the Consultant shall include the legal eligibility documents of the subconsultant as part of the technical component of its bid.</u></p>
4) TP5 and TPF6 of Sec.VII, Bidding Forms (p.81-82)	No provision	<p>Additional provision on changing the submitted CVs before or after issuance of Notice of Award:</p> <p><u>Pursuant to Sec. 33.3 of the 2016 IRR, changing of CVs or replacement of key personnel before or after contract is awarded may not be allowed. However, additional CVs may be submitted to form</u></p>

		<u>part of the technical proposal of the bid subject to evaluation and approval by BAC.</u>
5) FPF3 /FPF4/FPF 5 of Section VII of Bidding Forms	No provision on query if in lieu of the forms in the Financial Proposal such as FPF 3/FPF4/FPF5 submission of Agency Fee as a whole be accepted?	Additional provision: <u>Consultant must submit the required documents in its prescribed format under Section VII (Bidding Forms) to be part of the Financial Proposal. Therefore, submission of Agency Fee as a whole (without price breakdown) shall not be allowed.</u>
6) Section VI. Terms of Reference (p.76)	No provision (as to the length of time allowed for Television Commercials)	Additional Provision: <u>Maximum allowable time for Television Commercials: <b>45 seconds</b></u>
7) Section VI. Terms of Reference (pp. 76-79)		Please see attached Annex "A" for new/revised Terms of Reference (TOR).
Clause 10, 2, I Sec. II, ITB (pp.30-37)	As stated in the ITB. (No provision in Sec. II, BDS)	Comply as stated in 10.2 Sec. II, ITB.

All other provisions not herein modified shall remain in full force and effect.

Please be guided accordingly.

(on Official Travel)  
**USEC. NOEL GEORGE P. PUYAT**  
BAC Chairperson

(orig. signed)  
**DIR. OMAR V. ROMERO**  
BAC Vice-Chairperson

## ANNEX 'A'

### Section VI. Terms of Reference

#### A. BACKGROUND:

The Philippines has launched its chairmanship of the Association of Southeast Asian Nations (ASEAN) in last January 15, 2017. This also coincides with the 50th anniversary of the said association. With the theme "Partnering for Change, Engaging the World", the Philippines seeks to strengthen ties among its regional neighbors in the face of constant change in the region and around the world.

Despite its rich history and significant contributions to maintaining political-security, developing the regional economy and improvement of social welfare, awareness of ASEAN is at an all-time low. As chair of this year's ASEAN, it goes without saying that all Filipinos should understand and value the regional community.

Given that the country is also hosting ASEAN's golden anniversary in an interesting and exciting time of global politics, all eyes will be on the Philippines for a successful and productive run of the chairmanship. Likewise, this hosting needs to be seen and felt by the international community and only thru effective communication will ASEAN 2017's theme be recognized around the world.

#### B. Objective:

- To conceptualize and execute a communications campaign for ASEAN 2017 that will make its identity, values and capabilities resonate globally thru storytelling and engagement
- To build an emotional connection between ASEAN and its citizens

#### C. Target Audience:

- Citizens of all ten ASEAN member states, USA, Russia, Japan, China, India, Korea, Australia, New Zealand, India, Canada, EU
  - Class ABC
  - Ages 14-65
  - Speaks, reads or understands English

#### D. Scope of Work :

PREPARATORY AND IMPLEMENTATION PHASE	LIST OF DELIVERABLES
A. Strategic Communication Roadmap	Comprehensive communication planning that will focus on the development of the ASEAN 2017 brand equity. This plan will utilize the concepts and principles of "One ASEAN", "Partnering for Change, Engaging the World" and it's 50 <sup>th</sup> year celebration.
B. Content Creation	Crafting of the ASEAN 2017 storyline, starting with the 30 <sup>th</sup> Summit in April, culminating towards the 50 <sup>th</sup> anniversary in August and ending with the 31 <sup>st</sup> Summit in November.  Development of videos, infographics, animations, lifestyle features and other forms of audiovisual content that will support the

	strategic communications roadmap.
C. Online/Digital Strategy Plan	<p>Overall Digital communications campaign covering:</p> <ul style="list-style-type: none"> <li>• Content strategy development</li> <li>• Social media playbook development</li> <li>• Branding and visual guidelines – adaptations on digital platforms</li> <li>• Digital brand voice development</li> <li>• Content bucket development</li> </ul> <p>FAQ development, engagement process, escalation tiers, posting schedule, etc.</p>
D. Events Management	Conceptualization and implementation of various newsworthy events/exhibits that are in-line with overall story arc of ASEAN 2017 in order to reach and interact with the audience.

#### E. SCHEDULE AND LIST OF DELIVERABLES:

Deliverable	Volume	Timeline
'Hero' TVC	4	April, June, August, November
'Hub' Digital Content	16	2 per month
'Hygiene' Short-form Content	30	1 per Week
Events/Exhibits	4	once every 2 months

#### F. TECHNICAL PROPOSAL

The prospective bidders are required to present an Integrated Marketing Communications (IMC) plan in slideshow format (PowerPoint, Keynote, Evernote, etc.) with the criteria listed below.

They must also submit a printed version of their presentation and a one-page marketing brief with font size Arial 11 to summarize their proposed campaign, in addition to the other documents required by this bidding.

CRITERIA	RATING
Big Idea; storyline for the ASEAN 2017 chairmanship	30%
Proposed visual design that can be implemented in all branding platforms	20%

Proof of concept for each of the listed deliverables	30%
Additional communication strategies and tactical executions to meet the objectives	20%

**F. Other Terms :**

A.	Bids must be inclusive of all applicable Philippine taxes.
B.	All specified minimum number of deliverables shall be deducted and computed based on the percentage of work.
C.	Considering the time constraint of the bidding timeline, for international bids, documents shall be allowed to be authenticated by the DFA at post-qualification period. Meaning, after being shortlisted or qualifying as the lowest calculated and responsive bid.
D.	Turn Around Time (TAT): During coordination and approval between the ad agency and the end-user, minimum of one day (and/or within the day), and maximum of two days, applicable for both parties.