



Office of the President of the Philippines
PRESIDENTIAL COMMUNICATIONS OFFICE
 Manila

SUPPLEMENTAL BID BULLETIN NO. 1
05 September 2024

Procurement of Digital Media Advertising Services for the Presidential Communications Office’s Official Facebook, Instagram, and YouTube Account [Procurement/Contract No. 2024-07-150]

Anent to the scheduled Pre-Bid Conference to be held on **29 August 2024** for the above-cited procurement project by the Bids and Awards Committee, please be informed of the following clarifications made and the amendments on the Bidding Documents:

Amendments shall be highlighted in “red”

Clarification	Answer
Clarification to the KPI for both Facebook and Instagram per boosted post.	The 14,000 per post metric is a combination of both facebook and Instagram
Clarification whether the maximum reach can be removed for the Weekly Ad Performance threshold.	Maximum Ad performance reached is remove. Please see the updated technical specification.

Section VII. Technical Specifications

Bidders must state “**Comply**” in the column “**Statement of Compliance**” against each of the individual parameters of each “Specifications.”

Procurement of Digital Media Advertising Services for the Presidential Communications Office’s Official Facebook, Instagram, and YouTube Account		
Technical Specification	Quantity	Statement of Compliance
Procurement of Digital Media Advertising Services for the Presidential Communications Office’s Official Facebook, Instagram, and YouTube Account	12 months/ 365 calendar day	
Digital Media Advertising Services Services Needed: 1. Facebook and Instagram Post Boosting 2. Facebook and Instagram Page Boosting 3. Creation of Facebook Ads 4. YouTube Video Ads Technical Specifications: • Timeline: Shall run for a period of Twelve (12) months or three hundred sixty-five (365) calendar days including weekends and holidays		



<ul style="list-style-type: none"> • Demographics: Any gender • Capable in Managing Ads in Meta Business Suite 		
<p align="center">Facebook and Instagram Post Boosting Requirements</p> <p>Audience Reach:</p> <ul style="list-style-type: none"> • Boost duration per post: 15 days • Ad weekly performance per post: - Paid daily reach: 14,000 per post <p>Total Number of posts/reels for reach: 50 posts for 12 months</p>	<p align="center">15 days per post</p>	
<p align="center">Facebook and Instagram Page Boosting Requirements</p> <p>Audience Reach:</p> <ul style="list-style-type: none"> • Paid daily Reach: 12,500 per post <p>Total Number of video/post for reach: 1 15-second video running continuously for 365 days</p>		
<p>Facebook Ads</p> <p>Ad Reach:</p> <p>Weekly Ad Performance:</p> <p>- Minimum of 10,000</p> <p>Number of Static Ads: 45 Number of Video Ads: 5 Total Number of Ads: 50</p> <p>Note:</p> <ol style="list-style-type: none"> 1. The creation of ads will be done by the supplier. 2. Materials will be provided PCO-LOUDMS 		
<p>YouTube Requirements</p> <p>Number of Ads: 1 video Video Length: 15 secs Ad Duration: Will run continuously for 365 days Ad Weekly Performance:• 75,750 Impressions• 33,500 views Location: Within the Philippines Demographics: Any gender Campaign Name, Headline, and description upon approval of the PCO-LOUDMS.</p>		

<p>Inclusive of:</p> <ul style="list-style-type: none"> • Activation: This includes entering data to determine target audience, setting the reach or engagement targets, and duration of boosting. • Audience Targeting: Set-up and narrow down location, language, education, work, age, gender, likes and interest to achieve optimal results. • Cost Budgeting: Manage the budget that will achieve identified key performance indicator. • Monitoring: <ul style="list-style-type: none"> - Management and monitoring of campaign ads. - Submission of weekly and monthly media report and analysis not <i>later than seven (7) calendar days from the 30th /31st of the month</i>, with screenshot of the ad manager dashboard. 		
<p>Other Detail/s:</p> <p>Place of Delivery: PCO, New Executive Bldg., Malacañang Compound, JP Laurel St., San Miguel, Manila</p> <p>Payment Terms: Payment will be made every three (3) months.</p>		
<p>OTHER REQUIREMENT/S:</p> <ol style="list-style-type: none"> I. Supplier must provide weekly and monthly statistical and/or monitoring reports (e.g. Weekly and monthly Scheduled Content, Screenshot of FB dashboard or overview, Total Reach, Total Engagement, Performance reports, etc.) seven (7) calendar days after every 30th or 31st month to PCO-OUDMS. II. The supplier shall deliver the product on or before the specified delivery date/s to avoid incurring liquidated damages for late delivery of services/goods. III. III. Payment Terms: Upon submission of monthly report IV. Quarterly payment for 12 months / 365 days. V. Final or additional requirements and instructions shall be determined by the representative of PCO-OUDMS. 		

GENERAL CONDITION/S:

- I. Supplier shall submit signed proposal/quotation and submit details of your company.
- II. Supplier shall quote the lowest price on the item/s listed and submit a filled-out quotation duly signed by their representative.
- III. Supplier must be PhilGEPS Accredited.
- IV. No down payment.
- V. Payments will be made every three (3) months
- VI. Price validity shall be for a period of sixty (60) calendar days.
- VII. Price quotations shall be inclusive of all costs and applicable tax (i.e., bank charges, VAT, other charges, energy fee, consultants fee, agency fee, etc.)
- VIII. Landbank Account is preferred to avoid bank charges, if not, supplier shall shoulder the bank charge/s.

Pursuant to Section 22.5 of the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184, this Supplemental/Bid Bulletin is issued for the information and guidance of all prospective bidders and shall form an integral part of the Bidding Documents issued for said the project.

Should you have further concerns, you may contact the BAC Secretariat through the details below:

BIDS AND AWARDS COMMITTEE SECRETARIAT

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For information and guidance.

Original Signed
ASEC. VICTOR EMMANUEL G. LANSANG
Chairperson
Bids and Awards Committee