

Standard Form Number: SF-GOOD-30

Revised on: MAY 24, 2004

25 April 2024

**SUPPLEMENTAL/BID BULLETIN NO. 2024-021**

This Supplemental/Bid Bulletin No. 2024-021 is issued to amend and/or modify the details provided in the **Request for Expression of Interest (REI) No. 2024-015 (2<sup>nd</sup> Posting)** for the **“Full-Service Marketing Agency for the Philippine M.I.C.E. Brand and Campaign Rollout”** as follows:

ITEM NO.	SPECIFICATION	
	FROM	TO
1	<p>1. Digital Marketing Develop a creative and strategic global digital marketing campaign that will create awareness and effectively communicate the Philippine MICE Brand.</p>	<p>1. Digital Marketing Develop a creative and strategic global digital marketing campaign that will create awareness and effectively communicate the Philippine MICE Brand. <b>(Note: All information/materials relative to the Philippine MICE Brand will be released to the winning bidder after issuance of Notice of Award (NOA) so as not to pre-empt the brand launch in July 2024).</b></p>
2	<p><b>Section VI Terms of Reference</b></p> <p>The international publishers/publications where the digital releases/ad placements/social media posts must have/be able to provide the following:</p> <ol style="list-style-type: none"> <li>E-book / E-magazine / E-newsletter with at least 20,000 global circulation</li> <li>Official website</li> <li>News inbox of at least 20,000 inboxes twice a week</li> <li>More than 3,000 social media followers on LinkedIn and Facebook.</li> </ol>	<p>The international publishers/publications where the digital releases/ad placements/social media posts must have/be able to provide the following:</p> <ol style="list-style-type: none"> <li>E-book / E-magazine / E-newsletter with at least 20,000 global circulation</li> <li>Official website</li> <li>News inbox of at least 20,000 inboxes twice a week</li> <li>More than 3,000 social media followers on LinkedIn and Facebook.</li> </ol> <p><b>(Note: In compliance with the Government Procurement Republic Act No. 9184 and its Implementing Rules and Regulations which disallows reference to brand names,</b></p>

			TPB will be able to provide the list of its preferred international publishers/publications to the winning bidder upon issuance of the Notice of Award.)
3		<p>The agency must submit to TPB the PR/media values on a monthly basis during the one-year engagement with a minimum total yield of PhP 80,000,000.00 of media values via advertising and press releases certified by a third party media monitoring provider. The monthly report must include the following:</p> <ul style="list-style-type: none"> <li>● list of digital releases (with links)</li> <li>● assessment of media values</li> <li>● measurement of the effectiveness of the brand campaign using the following metrics: <ul style="list-style-type: none"> <li>○ completed views and average completion rates</li> <li>○ cost per click</li> <li>○ audience reach and engagement / clicks to the website or ad material</li> <li>○ digital impressions delivered, where applicable</li> </ul> </li> </ul>	<p>The agency must submit to TPB the PR/media values on a monthly basis during the one-year engagement with a minimum total yield of PhP 80,000,000.00 of media values via advertising and press releases certified by a third party media monitoring provider. The monthly report must include the following:</p> <ul style="list-style-type: none"> <li>● list of digital releases (with links)</li> <li>● assessment of media values</li> <li>● measurement of the effectiveness of the brand campaign using the following metrics: <ul style="list-style-type: none"> <li>○ completed views and average completion rates</li> <li>○ cost per click</li> <li>○ audience reach and engagement / clicks to the website or ad material</li> <li>○ digital impressions delivered, where applicable</li> </ul> </li> </ul> <p>For reference, attached are sample releases and ad placements.</p>
4		<p>Item 1 Non woven Bag (with string and handle)</p> <p>Quantity: 3,000</p>	<p>Item No. 1 Non woven Bag (with string and handle)</p> <p>Quantity: 3,000 sets</p>
5		<p>Item 2 Anti Blue Light Blocking / Anti-Radiation Glasses with Case</p> <p>Delivery Schedule: 1,800 pcs – 25 Nov 2024</p>	<p>Item No. 2 Anti Blue Light Blocking / Anti-Radiation Glasses with Case</p> <p>Delivery Schedule: 300 pcs – 25 Nov 2024</p>

6		Item No. 4 Luggage Tags 1,600 pcs – 25 Nov 2024	Item No. 4 Luggage Tags 2600 pcs – 25 Nov 2024
7		Item 5 (Optional) Stationery set (Office post-it sticky notes flags/tabs with MICE campaign branding) Delivery Schedule: 1,800 pcs – 25 Nov	Item 5 (Optional) Stationery set (Office post-it sticky notes flags/tabs with MICE campaign branding) Delivery Schedule: 1,300 pcs – 25 Nov

This Bid Bulletin shall form an integral part of the Bidding Documents.

For guidance and information of all concerned.

  
**ARNOLD T. GONZALES**  
 Chairperson  
 Bids and Awards Committee

**Received by the Bidder:**

\_\_\_\_\_  
**Date:** \_\_\_\_\_