

Bids and Awards Committee for Consulting Services (BAC-C)

**PROCUREMENT OF CONSULTING SERVICES FOR THE MEDIA PLANNING AND
GLOBAL PLACEMENT OF CLARK PROMOTIONAL CAMPAIGN**

Bid Bulletin No. 03

This Bid Bulletin clarifies queries/questions raised during the Pre-Bid Conference held on 12 October 2022 and written clarifications received through email pertaining to the above cited Consulting Services.

I. QUERIES/QUESTIONS BY THE BIDDERS

Queries/Questions	Clarifications/Responses
<p>1. Clarification on the scope of market to be pursued for the Digital Media and Television Ads Campaign as specified in the media research portion.</p>	<p>The scope of the campaign includes the following countries for TVCs: the United States, Japan, South Korea, Taiwan, Singapore, and Hong Kong mainly for awareness.</p> <p>Meanwhile, digital ads can be more flexible in terms of target market or audience in the following countries: the United States, United Kingdom, Taiwan, South Korea, Japan, Singapore and China because the intention is to target areas where BCDA intend or have previously engaged the market either via roadshow, trade missions, etc.</p>
<p>2. For the scope of market, what would be their rank in order of priority? Can the prospective bidder also rank based on the countries per region?</p>	<p>The rank shall follow this order:</p> <ol style="list-style-type: none"> 1) United States 2) United Kingdom 3) Taiwan 4) South Korea 5) Japan 6) Singapore 7) China

	<p>The US is a priority because it is important to follow up on the recent visit and business meetings by President Ferdinand “BongBong” Marcos.</p>
<p>3. Aside from the 30-sec TVC material shared during the eligibility pre-bid conference, are there other creative materials that BCDA will be using for the campaign?</p>	<p>The same TVC with a running time of 10 seconds is also available.</p> <p>We do not have other creative materials aside from TVC or video at the moment but we do have an in-house creative team that can develop display ads/static images or visuals with guidance from the agency given its expertise and experience.</p>
<p>4. Whether the winning bidder can provide other creative material formats for the media placement.</p>	<p>The agency may provide creative materials and/or specific creative or visual requirements to be used for media placement.</p>
<p>5. Specific to bid currencies, it is stated in 13.1 that bids denominated in foreign currencies shall be converted to Philippine currency based on the exchange rate prevailing on the day of the bid opening.</p> <p>Given the volatility of foreign exchange, may we agree on the rate to use for the purposes of bid submission? Is it possible to use Php 65 to USD 1 for media packages that are in USD?</p>	<p>No, the Procuring Entity and prospective bidders cannot agree on the foreign exchange rate to be used for the purpose of bid submission.</p> <p>Pursuant to Section 61.4 of the 2016 RIRR of RA No. 9184, it states that,</p> <p>“ xxx.. <i>That should the Procuring Entity receive bids denominated in foreign currency, the same shall be converted to Philippine currency based on the exchange rate prevailing on the day of the bid opening for purposes of bid comparison and evaluation.</i>”</p>

II. PRESENTATION FOR THE PRE-BID CONFERENCE

The presentation discussed during the Pre-Bid Conference held on 12 October 2022 can be accessed using the link below:

<https://tinyurl.com/BACC003-PreBidPresentation>

This presentation is for discussion purposes only. Should there be any inconsistencies, the bidding documents (i.e., Request for Expression of Interest, Eligibility Documents, Terms of Reference, and Bidding Forms) shall prevail over the presentation.

III. SCHEDULE OF PROCUREMENT ACTIVITIES*

Activities		Time	Date	
1	Pre-Procurement Conference		August 22, 2022	
2	Advertisement/Request for Expression of Interest		August 27, 2022	October 26, 2022
3	Issuance of Eligibility Documents		August 27, 2022	September 19, 2022
4	Pre-Eligibility Conference	10:00 AM	September 06, 2022	
5	Deadline for Requests for Clarification	5:00 PM	September 09, 2022	
6	Issuance of Bid Bulletin for Minutes of Pre-Eligibility Conference and Clarifications		September 12, 2022	
7	Deadline for Submission of Eligibility Documents	12:00 PM	September 19, 2022	
8	Opening of Eligibility Documents and Eligibility Check	1:00 PM	September 19, 2022	
9	Evaluation and Shortlisting		September 20, 2022	September 28, 2022
10	Determination of Shortlisted Bidders/Issuance of BAC Resolution recommending shortlisted bidders		September 28, 2022	
11	Approval of Shortlisted Bidders by HoPE		October 04, 2022	
12	Notification on the results of Eligibility Check and Shortlisting		October 05, 2022	
13	Issuance of Bidding Documents to Shortlisted Bidders		<u>October 05, 2022</u>	<u>October 26, 2022</u>

14	Pre-Bid Conference	10:00 AM	<u>October 12, 2022</u>	
15	Deadline for Requests for Clarification	5:00 PM	<u>October 17, 2022</u>	
16	Issuance of Bid Bulletin for Minutes of Pre-Bid Conference and Clarifications		<u>October 19, 2022</u>	
17	Deadline for Submission of Technical and Financial Proposals	12:00 PM	<u>October 26, 2022</u>	
18	Opening and Preliminary Examination of Technical Proposals	1:00 PM	<u>October 26, 2022</u>	
19	Oral Presentation	3:00 PM	<u>October 26, 2022</u>	
20	Evaluation of Technical Proposals		<u>October 27, 2022</u>	<u>November 03, 2022</u>
21	Deliberation of Results of Technical Proposals Evaluation		<u>November 07, 2022</u>	
22	Determination of HRB/SRB Issuance of BAC Resolution recommending HRB/SRB		<u>November 08, 2022</u>	
23	Approval of HRB/SRB by HoPE		<u>November 09, 2022</u>	
24	Notification/Invitation for opening of Financial Proposals		<u>November 11, 2022</u>	
25	Opening of Financial Proposals	10:00 AM	<u>November 14, 2022</u>	
26	Evaluation of Financial Proposals		<u>November 15, 2022</u>	
27	Notification of HRB/SRB on Negotiation		<u>November 16, 2022</u>	
28	Negotiation	10:00 AM	<u>November 17, 2022</u>	
29	Conduct of Post-Qualification on HRB/SRB		<u>November 22, 2022</u>	<u>November 25, 2022</u>
30	Deliberation of Post-Qualification Results/Issuance of BAC Resolution recommending HRRB/SRRB		<u>November 28, 2022</u>	
31	Issuance of Notice to Losing Bidders		<u>December 02, 2022</u>	
32	BAC Recommending Resolution Approval of HRRB/SRRB by HoPE and Issuance of NOA		<u>on or before December 13, 2022</u>	
33	Contract Signing and Posting of Performance Security		<u>on or before December 23, 2022</u>	
34	Issuance of Notice to Proceed		<u>on or before December 23, 2022</u>	

**Subject to change*

*Bid Bulletin No. 3: Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign
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IV. REMINDERS

a. General Notes/Reminders

1. All data on the forms shall be correct and consistent.
2. All forms shall be duly signed by the Authorized Signatory of the Firm/Entity/Joint Venture or Consortium (in case of JV/Consortium).
3. The TPF1 (Technical Proposal Submission Form), FPF1 (Financial Proposal Submission Form) and TPF6 (Format of CV for Proposed Professional Staff) should be notarized.
4. The CVs of all the nominated key personnel shall be supported with valid licenses/professional registrations, certificates of trainings attended, diplomas, work experiences and other supporting documents relative to credentials of the proposed Professional staff.

For expired licenses, copy of the expired license, proof of application and payment for renewal shall be included.

5. Only contracts/projects that are supported with proofs shall be considered for evaluation, as follows:
 - Certificate of Completion or Acceptance or valid proof of final payment issued by the client in case of completed contracts.
 - Notice of Award, Notice to Proceed or signed contracts issued by the client for ongoing contracts and for contracts awarded but not yet started.
6. Only training supported with proofs shall be considered for evaluation.
7. For the Technical Proposal Forms:

Technical Proposal Form	Signed by duly authorized representative	Duly Notarized
• TPF1 - Technical Proposal Submission Form	✓	✓
• Bid Security (Bid Securing Declaration Form)	✓	✓

• TPF2 - Consultant's Reference	✓	
• TPF3 - Comments and Suggestions of Consultant on the Terms of Reference and on Data, Services, and Facilities to be provided by the Procuring Entity	✓	
• TPF4 - Description of the Methodology and Work Plan for Performing the Project	✓	
• TPF5 - Team Composition and Task	✓	
• TPF6A to 6E - Format of CV for the Proposed Professional Staff	✓ (should also be duly signed by the Key Personnel)	✓
• TPF7 - Time Schedule for Professional Staff	✓ (should also be duly signed by the Key Personnel)	
• TPF8 - Activity (Work) Schedule	✓	
• Omnibus Sworn Statement (Revised)	✓	✓

8. For the Financial Proposal Forms:

Financial Proposal Form	Signed by duly authorized representative	Duly Notarized
• FPF1 - Financial Proposal Submission Form	✓	✓
• FPF2 - Summary of Costs	✓	
• FPF3 - Breakdown of Price Per Activity	✓	
• FPF4 - Breakdown of Remuneration Per Activity	✓	
• FPF6 - Miscellaneous Expenses	✓	

9. Each Bidder shall submit one (1) original and one (1) copy of the technical component and financial component of its bid. In the event of any discrepancy between the original and copy, the original shall prevail.

10. The Technical Proposal Submission Form (TPF 1) and the Financial Proposal Submission Form (FPF 1) shall be duly signed by the authorized representative of the bidder. Failure to do so shall be a ground for rejection of the eligibility document.
 11. Any interlineations, erasures or overwriting shall be valid only if they are signed or initialled by the duly authorized representative of the prospective bidder.
- b. Deadline for Submission of Technical and Financial Proposals.** The Technical and Financial Proposals must be duly received by the BAC-C Secretariat through manual/physical submission at the BCDA Central Receiving and Releasing Area (CRRA), BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, **on or before 12:00 PM of Wednesday, October 26, 2022**. Late submission of Technical and Financial Proposals shall not be accepted. Preferably, the bidders may submit their Technical and Financial Proposals before the deadline for submission of bids to avoid late submission. The editable bidding forms may be downloaded using the link below:

<https://tinyurl.com/BAC-C003-bidforms>

Please be reminded that the reference time that will be followed shall be the computer system clock at the **BCDA-CRRA**, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street corner 2nd Avenue, Bonifacio Global City, Taguig City. All bidders are advised to synchronize their timepieces therewith.

- c. Opening and Preliminary Examination of Technical Proposals.** Opening and Preliminary Examination of Technical Proposals shall be **1:00 PM of Wednesday, October 26, 2022** at the BCDA Office, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, and/or through:

Zoom link

<https://tinyurl.com/BACC003BidOpening>

The proceeding may also be viewed via the official Facebook page of BCDA:

<https://www.facebook.com/TheBCDAGroup>

For Online Participants:

1. Online participants will be requested to register to be admitted on the call.
2. The online platform will be opened 15 minutes prior to official start at 1:00 P.M. and participants are required to log in no later than five minutes prior to the said official start time.

3. The BAC-C Secretariat is the host of the meeting. We may mute/unmute audio inputs of any or all participants. Mute your mic whenever you're not speaking.
4. All participants shall use the following name format for easy identification:
<Company Acronym>_<Full Name of participant>
5. The camera should be turned off by default to preserve your Internet connection bandwidth and assure better audio. However, during the roll call, kindly turn on your camera, state the complete name of your company and your full name, so that you can be properly identified and acknowledged. The camera should again be turned off after the roll call.
6. Please refrain from asking questions during the presentation but rather type these in the chat box provided. The Secretariat shall then read each of the questions during the Q&A portion, and these will be answered by the BAC-C one by one.
7. If a prospective bidder needs to further clarify or ask follow-up questions, they can do so by raising their hand. Please wait to be acknowledged before speaking. Only one (1) participant shall speak at a time.

For In-Person Participants:

All bidders must adhere to the following health and safety protocols:

1. A maximum of two (2) participants per bidder is allowed to join the conference.
2. Participants must wear a face mask, and observe social distancing all throughout the conduct of the activity.
3. Bidders who show signs of COVID-19 related symptoms such as cough, flu, fever, high body temperature, and sneezing are advised not to proceed to the BCDA Office since they will not be allowed to enter the BCDA premises.

Technical Proposal will be opened in the presence of the bidder or its authorized representative who chooses to attend the activity. Attendance of the bidders during the opening of the Technical Proposal is not mandatory, but merely discretionary or optional.

All prospective bidders are also reminded to regularly check the PhilGEPS and BCDA's website for updates, advisories and postings of Bid Bulletin in relation to this procurement activity.

This Bid Bulletin shall be considered as an integral part of the Bidding Documents for the afore-cited Consulting Services. All provisions and statements in the Bidding Documents for the Consulting Services inconsistent with this Bid Bulletin are either modified or rendered

ineffective, as the case may be.

Issued this 19th day of October 2022.



ATTY. FERNANDO T. GALLARDO, JR.
Vice Chairperson
Bids and Awards Committee for Consulting Services