

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

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

**Bid Bulletin No. 02**

This Bid Bulletin clarifies the queries/questions raised during the Pre-eligibility Conference held on 10 October 2024 and written clarifications received through email until 12 October 2024 pertaining to the above-cited consulting services.

**I. QUERIES/QUESTIONS BY THE BIDDERS**

**a. Queries/Questions raised during the Pre-eligibility Conference**

<b>Queries/Questions</b>	<b>Clarifications/Responses</b>
1. Whether there is a ranking in terms of the prioritization of the different international target markets that were listed in the Terms of Reference (TOR)?	<p>The following target markets are prioritized: United States (US), Asia Pacific (APAC), Europe, Middle East and Africa (EMEA).</p> <p>Based on the distribution of placements recommended by the firm, the BCDA-IPMD shall have a regular review of the performance of the placements and shall provide recalibration and redistribution of other placements to other markets that are least performing.</p>
2. In terms of driving engagement and awareness, whether there is a specific page within the BCDA website or any of the social media channels that you want to drive traffic specifically to or whether it will be dependent on the recommendation based on the communication of the materials that will be used for the campaign?	<p>Yes. BCDA has an existing New Clark City (NCC) website for which we aim to increase greater engagement from users.</p> <p>Nonetheless, BCDA, through IPMD, will still study and consider the proposal/s and recommendations of the firm.</p>
3. BCDA listed several digital platforms in the Terms of Reference (TOR), such as global TV networks, social media	BCDA is open for the bidders' proposals and the different parameters and recommendations for the channels that will best maximize the ABC of PhP

<p>platforms, search engines, marketing content, marketing for publications, and investment-driven events.</p> <p>Whether all of these channels are required or mandatory to be part of the plan? Or is this still open for proposals based on the different parameters of the campaigns as well as the objectives?</p>	<p>6,000,000.00.</p>
<p>4. Whether the four (4) months duration of the implementation of the campaign means that the media plan has to run for four (4) months?</p> <p>Or is the duration of the contract including the approval of the visual media and post-reporting?</p>	<p>The duration of the media campaign will be for a period of three (3) months from the approval of the media campaign plan by BCDA.</p> <p>The contract, on the other hand, shall remain in force and in effect for a period of four (4) months from the date of the Consultant's receipt of the Notice to Proceed which already includes the conduct of the marketing trends workshop/seminar to BCDA staff, post-reporting, as well as turnover of all raw materials used and reports as a result of the said campaign.</p>
<p>5. In case there is already information or indication from your end about the number of creative materials or campaigns that you have in mind specific to this media campaign, it would be very helpful for us to know if you have a specific campaign that will run in certain territories only. Or is it just one umbrella campaign for all the target markets? Or are we going to expect two (2) different campaigns within that period, so we can allocate accordingly as well?</p>	<p>This project shall use only one (1) material for the entire media campaign, and the same will be used for all the target markets mentioned in Item # 1 of this bid bulletin.</p>
<p>6. On the submission of digital media and advertisement campaigns, whether the end-users shall provide the budget</p>	<p>The BCDA Investment Promotions and Marketing Department (IPMD) as the end-user, shall provide the material/s to be used for the</p>

allocated for the execution of the media placement?	said campaign.
7. Whether BCDA shall pay directly to the media partner for the execution of media placements.	BCDA shall transact directly with the awarded consultant only.
8. Clarification on whether the content production is included in the contract.	The contract shall only include the media placements and BCDA IPMD shall provide the video/ad material ready to be placed under this media campaign.
9. On the monitoring of the media campaign, how does BCDA plan to approach the monitoring process?  Whether there are specific monitoring tools that will be used, or will the metrics provided by the media partner be sufficient for this purpose?	The performance of the campaign shall be monitored based on the proposed metrics provided by the awarded consultant.  In addition, a monthly report is to be submitted by the consultant for the review and evaluation of BCDA.
10. During the conduct of the training or workshop, whether BCDA prefers to conduct it in person or online?  How many people are we expecting to participate?	The BCDA IPMD prefers to hold an in-person training/workshop with about 20-25 participants composed of the officers and staff from BCDA IPMD and Public Affairs Department (PAD).
11. Aside from the identified members of the Media Campaign Placement Team, the consultant shall also provide support, creative staff, and editorial crew necessary for the completion of all the requirements.  Whether only identified team members will be subject to evaluation and if they are also required to submit a Curriculum Vitae (CV) as well.	Only the four (4) identified key personnel that will comprise the Media Placement Team shall be required to submit the prescribed CVs in the bid documents. The CVs must be duly signed by each key personnel together with the authorized representative of the firm and are not yet required to be notarized at the eligibility documents submission phase.  Once the bidder/s is already shortlisted, the CVs to be submitted on the second stage or the submission of the technical proposal, must be notarized.

12. Clarification on the target date of the implementation of the project.	The target implementation date for the media campaign is by the first or second quarter of Calendar Year 2025.
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**b. Queries/Questions sent via Email**

Queries/Questions	Clarifications/Responses
<p>1. On page 19 - 4.3 (d) of the bidding documents, the specified identification of this project does not appear applicable to the project we are bidding on, which is 'Procurement of Consulting Services for Media Planning and Global Placement for Clark.' Additionally, shouldn't the specific identification be presented in a numerical format, such as a project or reference number, rather than the name of the project?</p>	<p>The Consulting Services being referred to in the Terms of Reference is <b>Procurement of Consulting Services for Media Planning and Global Placement for Clark</b>.</p> <p>This item of the Eligibility Data Sheet is hereby amended accordingly. Please refer to Item II of this Bid Bulletin.</p>
<p>2. On page 19 - 9.1, referring to the types of contracts that bidders are required to submit. Could you confirm if there is an updated version applicable to the 'Procurement of Consulting Services for Media Planning and Global Placement for Clark'?</p>	<p>Section 9.1 of the Eligibility Data Sheet refers to the definition of contracts which are similar in nature and complexity to the contract to be bid, consistent with Section 9.1 of the Eligibility Documents.</p> <p>With this, “contracts are similar in nature and complexity to the contract to be bid” shall refer to media campaign planning and placement accounts which involves comprehensive and integrated media strategies with detailed list of any or all or a combination of the following: advertising spots, digital contents, display advertisements, target audience, social media platforms’ reach, quality and types of content from media partners.</p> <p>This item of the Eligibility Data Sheet is hereby</p>

	amended accordingly. Please refer to Item II of this Bid Bulletin.
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## II. AMENDED ELIGIBILITY DATA SHEET

From (as advertised)	To (as revised)
4.3. Procurement of Consulting Services for the Production of Clark Campaign Video	<b>4.3. Procurement of Consulting Services for Media Planning and Global Placement for Clark.</b>
9.1. To generate greater awareness, investments, and interest in Clark, the IPMD intends to develop and produce a video that tells a compelling story, create business buzz, captivate, and reach a wider audience by highlighting the collective world-class appeal of all the past, ongoing, and future development projects of BCDA and two of its subsidiaries in Clark, namely Clark Development Corporation (CDC) and Clark International Airport Corporation (CIAC) into a strong, united, and one Clark brand identity.	<b>9.1. Similar in nature to the contract shall refer to media campaign planning and placement accounts which involves comprehensive and integrated media strategies with detailed list of any or all or a combination of the following: advertising spots, digital contents, display advertisements, target audience, social media platforms' reach, quality and types of content from media partners.</b>

## III. PRESENTATION FOR THE PRE-ELIGIBILITY CONFERENCE

The presentation discussed during the Pre-eligibility Conference held on 10 October 2024 can be accessed using the link below:

<https://tinyurl.com/Pre-eligPresMPGPC>

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.

#### IV. SCHEDULE OF PROCUREMENT ACTIVITIES\*

Activities		Time	Date	
1	Deadline for Requests for Clarification	5:00 PM	12 October 2024	
2	Issuance of Bid Bulletin in response to the Clarifications		15 October 2024	
3	Deadline for Submission of Eligibility Documents	9:00 AM	22 October 2024	
4	Opening of Eligibility Documents and Eligibility Check	10:00 AM	22 October 2024	
5	Eligibility Check and Shortlisting		23 October 2024	04 November 2024
6	Notification on the Results of Eligibility Check and Shortlisting		08 November 2024	

\*Subject to change

#### V. 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 CVs of all the nominated key personnel shall be supported with valid licenses/professional registrations, certificates of training attended, diplomas, work experiences and other supporting documents relative to the credentials of the proposed Professional staff.

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

4. 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.
5. Only training supported with proofs shall be considered for evaluation.
6. For the Eligibility Forms, please refer to the Checklist and Tabbing of Eligibility Documents contained in the Bidding Documents, as guide for your preparation of the required documents.

*Note: BCDA shall not assume any responsibility regarding erroneous interpretations or conclusions by the prospective bidder out of the data furnished by BCDA in relation to this bidding. The prospective bidder shall take the responsibility to ensure the completeness of its submission after taking the steps to carefully examine all the Bidding Documents and its amendments.*

#### **b. Deadline for Submission of Eligibility Documents.**

The Eligibility Documents 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 09:00 AM of 22 October 2024**. Late submission of Eligibility Documents shall not be accepted. The prospective bidders may submit their Eligibility Documents before the deadline for submission of bids to avoid late submission. The editable eligibility forms may be downloaded using the link below:

<https://tinyurl.com/EFs-MPGPC>

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 prospective bidders are advised to synchronize their timepieces therewith.

**c. Opening of Eligibility Documents and Eligibility Check.**

Opening of Eligibility Documents and Eligibility Check shall be on **22 October 2024, 10:00 AM** 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/OpenElig-MPGPC>

**Meeting ID: 958 3483 4284**

**Passcode: 781341**

**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 10:00 AM 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. Bidders who show signs of COVID-19 related symptoms such as cough, flu, fever, high body temperature, and sneezing are required to wear mask within the BCDA premises.

**Eligibility Documents will be opened in the presence of the prospective bidder or its authorized representative who chooses to attend the activity. Attendance of the bidders during the opening of the Eligibility Documents 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 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 15th day of October 2024.

  
**ATTY. GISELA Z. KALALO**  
Chairperson  
Bids and Awards Committee for Consulting Services  


