



Republic of the Philippines
PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE
Malacañang, Manila

FROM : PCOO BIDS AND AWARDS COMMITTEE

SUBJECT : SUPPLEMENTAL BID BULLETIN NO. 17-ASEAN-006-BB3

PROJECT : PROCUREMENT OF SERVICES OF A PUBLIC RELATIONS FIRM FOR LOCAL PROMOTION 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
Sec. VI. Terms of Reference (pp. 76-84)		Please refer to attached Annex "A" for <u>new/revised Terms of Reference (TOR)</u>

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.

Throughout 2017, several meetings and conferences will be held in 14 locales across the nation to promote the other locales in the country. These meetings will be the platform as to which, positive changes to the community will be discussed, developed and approved.

As the host country of ASEAN 2017, the Philippines will chair the 30th and 31st ASEAN Summits, the grand golden anniversary celebration and other high-level meetings; including the Ministerial Meetings, the Foreign Ministers Retreats, the ASEAN Coordinating Council, the three ASEAN Community Councils, and other relevant ASEAN Sectoral Bodies at the Ministerial and Senior Official level.

Given this, it is of great importance and urgency that Filipinos realize the significance of being the chair of ASEAN, especially on its 50th year, and what it means to be part of ASEAN. Surveys on ASEAN Community Building have shown that while 81% of ASEAN citizens have heard of ASEAN, only 24% have a basic understanding of what it is and its purpose for existence. This has been validated to apply even at the national level by the Presidential Communications Operations Office (PCOO), as the lead agency of the ASEAN Committee on Media Affairs and Strategic Communications (CMASC).

There are many inspiring stories about the Philippine Chairmanship of ASEAN that are waiting to be told but they are hampered by little to no media mileage and general lack of interest from the public. In order to support the activities of ASEAN in the Philippines, its citizens need to know what it means to be part of the regional community and their stake in continuing ASEAN's legacy of positive change.

B. Objectives:

- To increase awareness, understanding, support and participation of Filipinos towards the country's hosting of ASEAN 2017
- To foster recognition and unity of the 9 other member-states with Filipino audiences
- To promote the significance and benefits of being the chair of ASEAN 2017
- To protect the integrity of the chairmanship from political controversy, critics and other fortuitous events in the local scene

C. Target Audience:

Primary:

1. General Filipino population
 - a. Watches local channels regularly
 - b. Regular listeners of FM or AM stations

- c. Mostly members from the working class

Secondary:

2. Local celebrities or influencers
3. Media entities

D. Scope of Work :

The agency must comply with the following general specifications as the official Local PR Firm of the ASEAN 2017 Philippine Chairmanship

ITEM	SPECIFICATIONS/DESCRIPTION
A.	Amplification and seeding of positive news about the 2017 ASEAN Chairmanship of the Philippines to local audiences
B.	Increasing basic knowledge of ASEAN, its purpose, benefits and what support it needs from Filipinos to achieve its vision
C.	Efficient media buying and management of communication channels and platforms, including out-of-home (OOH) ads to reach target audience at optimal cost
D.	Publicity/Content Editorial Plan <ul style="list-style-type: none"> • Monthly themes and story angles • Media partnership proposals and content concepts • Trade shows for local influencers and media figures
E	Stakeholder Engagement <ul style="list-style-type: none"> • Tactical executions that will drive participation from the target audience
F.	Partnerships with celebrities and influencers to heighten interest of Filipinos towards ASEAN
G.	Quarterly Evaluation Survey <ul style="list-style-type: none"> • Nationwide perception survey (1200 respondents with face-to-face interview method aided by a structured questionnaire) • Campaign messaging feedback via FGDs • Quad-media conversation audit (traditional and social media)
H.	Media coaching workshops for government officials as needed (i.e. with senior officials and heads of agencies).
I.	For ministerial, commemorative and grand-scale side events: Pre-event features such as, but not limited to, articles, infographics, videos, interviews published in relevant communication channels and international media agencies (implemented one week before the event)

	<p>Actual event: Ensure substantial coverage for the local audience</p> <p>Post-event features such as, but not limited to, articles, infographics, videos, interviews published in relevant communication channels and local media agencies</p> <p>Accomplishment report on media coverage and PR deliverables to the ASEAN National Organizing Council (NOC)</p> <p>*Report should include proof, soft copy, actual copy, etc. of publications and or broadcast features</p>
J.	Anticipate the risks and manage crisis as needed in the event of unwanted issues that might place the whole chairmanship under a bad light
K.	<p>Media and issues monitoring report after every major and main event</p> <p>Ad hoc communications counsel and support as needed.</p>

E. Schedule and List of Deliverables:

I. Major Meetings:

Date	Major Meetings
April 26-30, 2017	30 th ASEAN Summit and related meetings
August 8, 2017	Grand Commemorative Celebration of ASEAN's 50 th Anniversary
November 10-14, 2017	31 st ASEAN Summit and Related Meetings
November 14, 2017	Special Celebration of ASEAN's 50 th Anniversary Leaders

II. Mandatories:

DELIVERABLE	QUANTITY
Feature Articles	28
Printed Materials	N/A
Billboards/LED Ads	14
AVP or Animated Video	14
Video Interviews/Endorsements	21

F. TECHNICAL PROPOSAL

The prospective bidders are required to present an PR 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 PR Plan brief with font size Arial 11 to summarize their proposed campaign, in addition to the other documents required by this bidding.

CRITERIA	RATING
<p>PR Plan, with proposed concepts of the listed mandatories, to raise awareness of ASEAN member-states and ASEAN’s significance and benefits to the Filipino people</p> <p>There must be a separate plan for each of the grouped populations below to effectively communicate the message:</p> <ul style="list-style-type: none"> a. Class ABC b. Class D and E 	40%
<p>Programs and/or tactical executions to inspire participation and engagement from Filipinos</p>	20%
<p>Media Buying and Placement Plan (including OOH rental) proposal using the specified budget of not less than PHP 70,000,000</p>	40%

F. Other Terms :

A.	Bids must be inclusive of all applicable Philippine taxes.
B.	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.
C.	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.