



**SUPPLEMENTAL / BID BULLETIN No. 2021-0162P-01**

**1<sup>st</sup> Supplemental / Bid Bulletin on the**

**HIRING OF DIGITAL MEDIA BUYING FOR #FLEXPHRIDAYS CAMPAIGN**

**To all Prospective Bidders:**

This shall form an integral part of the Bid documents.

| <b>Amendment:</b>   |   |
|---|---|
| <b>CRITERIA</b>   |   |
| Expertise in ad campaign management. This refers to competency of the company in marketing, consumer behavior, market research and communication techniques.<br><br><i>To submit:</i><br>-Company Profile<br>-List of Partnership with Clients Focusing on Ad Campaign Management                           | With expertise of 15 years or more (25 points)                    |
|   | With expertise of 10 to 14 years (20 points)                      |
|   | With expertise of 9 years or less (15 points)                     |
| Media knowledge. This refers to understanding of media planning and buying techniques.<br><br><i>To submit:</i><br>-Company Profile<br>-List of Partnership with Clients Focusing on Media Planning   | With expertise of 15 years or more (25 points)                    |
|   | With expertise of 10 to 14 years (20 points)                      |
|   | With expertise of 9 years or less (15 points)                     |
| Communication techniques. These refer to the company's existing projects in communication programs such as direct marketing, customer relationship management and product information.<br><br><i>To submit:</i><br>-Company Profile<br>-List of Partnership with Clients Focusing on Communication Programs | With expertise of 15 years or more (25 points)                    |
|   | With expertise of 10 to 14 years (20 points)                      |
|   | With expertise of 9 years or less (15 points)                     |
| With operation in major countries<br><br><i>To submit:</i><br>- Diagram of Operations in Various Countries  | With operation in 100 countries or more (15 points)               |
|   | With operation in 50 to 99 countries (10 points)                  |
|   | With operation in 1 to 49 countries (5 points)                    |
| Major client testimonials on campaign results.<br><br><i>To submit:</i><br>- Case Study with Results and Contact Reference of Said Client   | With 1 or more testimonials from high quality clients (10 points) |
|   | Without testimonials from high quality clients (0 point)          |

Items not mentioned above remain the same.

This Supplemental/Bid Bulletin is being issued to clarify/modify/amend the specifications of the requirement needed, and not for purposes of delaying the proceedings of RA 9184.

Issued this **01<sup>st</sup> day of April 2022.**

**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee