



SUPPLEMENTAL / BID BULLETIN No. 2024-0171-01

1st Supplemental / Bid Bulletin on the

HIRING OF COPYWRITER FOR TAGLAY PINOY CONTENT CREATION DEVELOPMENT PROGRAM (BATCH 1)

To all Prospective Bidders:

This shall form an integral part of the Bid documents.

Amendment:	
QUALITATIVE EVALUATION	
FROM:	
Documents Required	Points (highest)
TECHNICAL EXECUTION	75 POINTS
Portfolio samples (Copywriting): Submit copywriting samples composed of at least three (3) company profiles and at least three (3) product description samples which will be evaluated according to:	
<i>Writing style (samples appeal to home, fashion, and lifestyle audience)</i> 20 POINTS	
<i>Articulation (use of words can jump between editorial and technical, but not highfaluting)</i> 15 POINTS	
<i>Depth (understanding of the product being described)</i> 15 POINTS	
CLIENTELE	25 POINTS
Proof of engagement with government agencies and private companies in copywriting for an international audience or for local and international publication purposes. <ul style="list-style-type: none"> 5 and above companies/agencies/institutions – 25 points 1-4 companies/agencies/institutions – 10 points 	
15 POINTS	
TOTAL	100 POINTS

TO:	
Documents Required	Points (highest)
TECHNICAL EXECUTION	75 POINTS
Portfolio samples (Copywriting): Submit copywriting samples composed of at least three (3) company profiles and at least three (3) product description samples which will be evaluated according to:	
<i>Writing style (samples appeal to home, fashion, and lifestyle audience)</i> 40 POINTS	
<i>Articulation (use of words can jump between editorial and technical, but not highfaluting)</i> 20 POINTS	
<i>Depth (understanding of the product being described)</i> 15 POINTS	
CLIENTELE	25 POINTS
Proof of engagement with government agencies and private companies in copywriting for an international audience or for local and international publication purposes. <ul style="list-style-type: none"> 5 and above companies/agencies/institutions – 25 points 1-4 companies/agencies/institutions – 10 points 	
TOTAL	100 POINTS

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 13th day of September 2024.

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

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

An Attached Corporation of the Department of Trade and Industry