



Republic of the Philippines  
**PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE**  
Malacañang, Manila

**FROM : BIDS AND AWARDS COMMITTEE**

**SUBJECT : SUPPLEMENTAL BID BULLETIN NO. 17-ASEAN-005-BB1**

**PROJECT : PROCUREMENT OF SERVICES OF AN ADVERTISING AGENCY  
FOR THE INTEGRATED MARKETING PLAN/CAMPAIGN OF  
THE ASEAN 2017 CHAIRMANSHIP**

**DATE : 23 MARCH 2017**

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This Bid Bulletin is hereby issued to amend Section VI. Terms of Reference of the Philippine Bidding Documents and shall form an integral part of the bidding documents issued for the above-reference project, for the information and guidance of all prospective bidders, as follows:

**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.

Despite its rich history and significant contributions to maintaining political-security, developing the regional economy and improvement of social welfare, awareness of ASEAN is at an all-time low. As chair of this year's ASEAN, it goes without saying that all Filipinos should understand and value the regional community.

Given that the country is also hosting ASEAN's golden anniversary in an interesting and exciting time of global politics, all eyes will be on the Philippines for a successful and productive run of the chairmanship. Likewise, this hosting needs to be seen and felt by the international community and only thru effective communication will ASEAN 2017's theme be recognized around the world.

**B. OBJECTIVE:**

- To conceptualize and execute a communications campaign for ASEAN 2017 that will make its identity, values and capabilities resonate globally thru storytelling and engagement
- To build an emotional connection between ASEAN and its citizens

**C. TARGET AUDIENCE:**

- Citizens of all ten ASEAN member states, USA, Russia, Japan, China, India, Korea, Australia, New Zealand, India, Canada, EU
  - Class ABC
  - Ages 14-65
  - Speaks, reads or understands English

D. SCOPE OF WORK:

PREPARATORY AND IMPLEMENTATION PHASE	LIST OF DELIVERABLES
A. Strategic Communication Roadmap	Comprehensive communication planning that will focus on the development of the ASEAN 2017 brand equity. This plan will utilize the concepts and principles of “One ASEAN”, “Partnering for Change, Engaging the World” and it’s 50 <sup>th</sup> year celebration.
B. Content Creation	<p>Crafting of the ASEAN 2017 storyline, starting with the 30<sup>th</sup> Summit in April, culminating towards the 50<sup>th</sup> anniversary in August and ending with the 31<sup>st</sup> Summit in November.</p> <p>Development of videos, infographics, animations, lifestyle features and other forms of audiovisual content that will support the strategic communications roadmap.</p>
C. Online/Digital Strategy Plan	<p>Overall Digital communications campaign covering:</p> <ul style="list-style-type: none"><li>• Content strategy development</li><li>• Social media playbook development</li><li>• Branding and visual guidelines – adaptations on digital platforms</li><li>• Digital brand voice development</li><li>• Content bucket development</li></ul> <p>FAQ development, engagement process, escalation tiers, posting schedule, etc.</p>
D. Events Management	Conceptualization and implementation of various newsworthy events/exhibits that are in-line with overall story arc of ASEAN 2017 in order to reach and interact with the audience.

E. SCHEDULE AND LIST OF DELIVERABLES:

Deliverable	Volume	Timeline
‘Hero’ TVC	4	April, June, August, November
‘Hub’ Digital Content	16	2 per month
‘Hygiene’ Short-form Content	30	1 per Week
Events/Exhibits	4	once every 2 months

F. TECHNICAL PROPOSAL

The prospective bidders are required to present an Integrated Marketing Communications (IMC) 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 marketing brief with font size Arial 11 to summarize their proposed campaign, in addition to the other documents required by this bidding.

CRITERIA	RATING
Big Idea; storyline for the ASEAN 2017 chairmanship	30%
Proposed visual design that can be implemented in all branding platforms	20%
Proof of concept for each of the listed deliverables	30%
Additional communication strategies and tactical executions to meet the objectives	20%

G. OTHER TERMS:

A.	Bids must be inclusive of all applicable Philippine taxes.
B.	All specified minimum number of deliverables shall be deducted and computed based on the percentage of work.
C.	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.
D.	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.

This New Terms of Reference supersedes the Terms of Reference found in the Philippine Bidding Documents.

(ON OFFICIAL TRAVEL)  
**ATTY. NOEL GEORGE P. PUYAT**  
*BAC Chairperson*

(ORIGINAL SIGNED)  
**ATTY. OMAR V. ROMERO**  
*BAC Vice Chairperson*