



Republic of the Philippines
PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE
Malacañang, Manila

FROM : BIDS AND AWARDS COMMITTEE

SUBJECT : SUPPLEMENTAL BID BULLETIN NO. 17-ASEAN-007-BB1

**PROJECT : PROCUREMENT OF SERVICES OF A PUBLIC RELATIONS FIRM
FOR INTERNATIONAL PROMOTION OF THE ASEAN 2017
CHAIRMANSHIP**

DATE : 23 MARCH 2017

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.

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 that the Philippines is slowly being recognized as an emerging influence in the global scene, it is imperative that the outcome and duration of the chairmanship will leave a positive impression. It is the best time and opportunity for the country to exhibit its capabilities and values in pushing for agendas that will improve the ASEAN community.

B. OBJECTIVES:

- To promote the The Philippines as a capable and outstanding chair to ASEAN 2017; deserving to host the regional community's golden anniversary
- To effectively disseminate information about the positive changes resulting from the ASEAN 2017 meetings to international audiences
- To establish a good rapport between the Philippines and the influential figures and media of ASEAN members-states and partners regarding the Philippine chairmanship

- To protect the integrity of the chairmanship from political controversy, critics and other fortuitous events in the globe scene

C. TARGET AUDIENCE:

In as much as the CMASC wants to target all citizens around the world, the following influential sectors are the priority:

- The media of all ten ASEAN member states, USA, Russia, Japan, China, India, Korea, Australia, New Zealand, India, Canada, EU
- Business sectors of the above countries/regions
- Digital users of the above countries/regions

D. SCOPE OF WORK:

The agency must comply with the following general specifications as the official International 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 international audiences
B.	International branding and positioning of the Philippines as chair of ASEAN 2017 and ASEAN's 50 th anniversary in the global scene
C.	Efficient media buying and management of communication channels and platforms 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 worldwide influencers and media figures
E.	International media placements in global news agencies to generate awareness, including but not limited to: <ul style="list-style-type: none"> • TIME Magazine • ASEAN Broadsheets • CNN • Al Jazeera • Bloomberg TV • Channel News Asia • Forbes • NHK • Other major international publications as determined
F.	To secure interviews for the following personalities: <ul style="list-style-type: none"> • President Rodrigo R. Duterte • Cabinet members • Senior officials • C-level executives • ASEAN Secretariat officials

H.	<p>Output to reach the following key areas:</p> <ul style="list-style-type: none"> • ASEAN member states • Australia • China • Canada • EU • India • Japan • New Zealand • Russia • South Korea • United States
I.	Media coaching workshops for government officials as needed (i.e. with senior officials and heads of agencies).
J.	<p>For ministerial, commemorative and grand-scale side events:</p> <p>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> <p>Actual event: Ensure substantial coverage for the worldwide audience</p> <p>Post-event features such as, but not limited to, articles, infographics, videos, interviews published in relevant communication channels and international 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>
L.	Anticipate the risks and manage crisis as needed in the event of unwanted issues that might place the whole chairmanship under a bad light
M.	<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
Trade Shows	7
Feature Articles	28
Infographics	21
AVP or Animated Video	14
Video Interviews	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
PR Plan, with proposed concepts of the listed mandatories, to strengthen and enhance the country's equity and reputation as a champion of positive change in ASEAN and the world, through the eyes of the international community	50%
Brand identity and positioning of The Philippines as chair of ASEAN 2017 and ASEAN's 50 th anniversary to international audiences	20%
Media Buying and Placement Plan proposal using the specified budget of not less than PHP 50,000,000	30%

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