



**SUPPLEMENTAL / BID BULLETIN No. 2021-0073-01**

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

**HIRING OF DESIGN SPECIALIST FOR HOME & LIFESTYLE 2022  
PRODUCT DEVELOPMENT CAMPAIGN**

**To all Prospective Bidders:**

This shall form an integral part of the Bid documents.

<b>Amendment:</b>		
<b>PARTICULARS</b>	<b>FROM:</b>	<b>TO:</b>
<b>III. SCOPE OF WORK AND DELIVERABLES, A. Product Development</b>	3. Design Specialist shall render a minimum of 6 new products per company, for 32 participating companies.	3. Design Specialist shall render a minimum of 4 new products per company, for 32 participating companies.
<b>Addendum:</b>		
<b>III. SCOPE OF WORK AND DELIVERABLES</b>	<b>E. Creative Direction</b> <ol style="list-style-type: none"> <li>1. Provide overall product design directions to the exhibitors (including but not limited to creative brief, product mood boards, collective design theme and colorway, etc.)</li> <li>2. Conduct pre-production creative briefing and planning with CITEM and CITEM-hired creative team</li> <li>3. Ensure that the visual and narrative translation of the creative campaigns ultimately align with the brand message</li> <li>4. Direct, supervise and review the post-production/editing of the CITEM- hired official photographer, in coordination with CITEM hired digital content merchandiser</li> <li>5. Conduct final selection of images and all relevant materials and content from CITEM-hired creative team.</li> </ol>	

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 **20<sup>th</sup> day of August 2021.**

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