

SUPPLEMENTAL / BID BULLETIN No. 2021-0159P-01

1st 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.

Amendment:	
CRITERIA	
Expertise in ad campaign management. This refers to competency of the company in marketing, consumer behavior, market research and communication techniques. <i>To submit:</i> -Company Profile -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. <i>To submit:</i> -Company Profile -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. <i>To submit:</i> -Company Profile -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 <i>To submit:</i> - 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. <i>To submit:</i> - 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 **18th day of March 2022.**

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