



SUPPLEMENTAL / BID BULLETIN No. 2024-0106,0107-01

1st Supplemental / Bid Bulletin on the

Solicitation No.	Requirement
2024-0106	Hiring of Content Provider for Content Development of FAMEplus Touchpoint
2024-0107	Hiring of Content Provider for Content Development of IFEX Connect

To all Prospective Bidders:

This shall form an integral part of the Bid documents.

Amendments:

The following sections of the Philippine Bidding Document has been revised:

- Section II – Instructions to Bidders
- Section III – Bid Data Sheet
- Section VII – Technical Specifications
- Section VIII – Checklist of Technical and Financial Documents

Please see attached Revised Philippine Bidding Document.

Clarifications:

QUERIES	ANSWERS
In the technical requirement, the need for a service provider with expertise in photography and video is mentioned. For the articles, is it required for the service provider to also provide the photos for the article? Does the requirement require a photo shoot?	Yes, the service provider should submit the content for upload on the website along with accompanying photos. While a photoshoot is not required, service providers are encouraged to take their own photos to enhance the articles. Photos can be sourced from the photo archives provided by CITEM or from the featured companies and exhibitors.
Is boosting of content required for this contract?	No, boosting of content is not required/included in the contract.
Can you clarify what you mean by the coverage of events? Does this include photography and videography? Where will the events take place?	Event coverage involves creating a story, article, or content about the attended events. Examples of such events include trade shows related to the sector and exhibitors, product launches, and others. The service provider can take two to three photos or more, depending on the creative execution of the article. The service provider will be informed beforehand if such events will take place during the contract implementation.
For the 90 content pieces, how many will be videos, articles, and infographics?	The service provider is encouraged to suggest a balanced mix of videos, articles, and infographics in the content plan. However, all forms of content must be utilized. Effectiveness in driving pageviews can help the service provider determine the recommended type of content.
Where will the banners and posters be displayed?	Each article submitted will be uploaded to IFEXconnect.com (for food) and FAMEplus.com (for home, fashion, and lifestyle). Banners will be uploaded within the article and included in the homepage carousel (please visit the websites for reference). Posters can be uploaded alongside the article and shared on the corresponding social media sites.

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Does social media coverage include only Facebook?	No, the posts will also be mirrored across other platforms such as Instagram, X (formerly Twitter), LinkedIn, and Youtube.
Where will the data for the content come from?	CITEM will provide an onboarding deck to equip the winning bidder with the necessary information to conceptualize and create a comprehensive content plan
Are the content providers responsible for managing your social media for the entire 10-month span?	No, we have Community Managers (CM) to manage our social media platforms and handle posting. We only require the social media counterpart of each article provided so we can share it on our distribution channels and social media sites. This will be done in your style to drive readers to your completed content.
Can you provide more details about the interviews? Will we need to conduct field interviews?	Any type of interview style is acceptable, whether conducting field interviews for ease and comprehensive information or according to the interviewer's or interviewee's preferences.
Although not part of the scope of work, can the content provider recommend ads strategy as part of the media plan?	Yes, ads strategies to improve the overall campaign are welcome.
Do you have any existing communication materials, such as a tagline or big idea, that the content provider should build upon? Or would you the content provider to develop a new one entirely?	Implementing unit will provide comprehensive information about our Manila FAME and IFEX Philippines brands during the onboarding of our winning bidder. The service provider is encouraged to enhance the existing brand styles. Proposing new campaigns or strategies to further strengthen our branding are also welcome.
Part of the deliverables includes creating social media content that mirrors each touchpoint and cross-posting it to Manila FAME's social media channels. We noticed links to Facebook, Instagram, and Twitter on the FAME+ website. Are there any other social media platforms you use, such as YouTube or TikTok, that the content provider should consider? If so, provide the official links.	Here are the links to our social media platforms: Manila FAME: Facebook: https://www.facebook.com/ManilaFAMEofficial Instagram: https://www.instagram.com/manilafame/ X: https://x.com/TheManilaFAME LI: https://www.linkedin.com/company/manilafame/?viewAsMember=true YT: https://www.youtube.com/@ManilaFAMEofficial
Similar to the query above regarding Manila FAME, we noticed Facebook, Instagram, and X (formerly known as Twitter) embedded on the IFEX CONNECT website. Are there any other social media platforms we should consider, such as YouTube or TikTok? If so, provide the official links as well.	IFEX Philippines / FOODPhilippines Facebook: https://www.facebook.com/ifexphilippines Instagram: https://www.instagram.com/official_foodph/ X: https://x.com/foodph LI: https://www.linkedin.com/company/ifex-philippines/?viewAsMember=true YT: https://www.youtube.com/@ifexphilippines9468

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 **08th day of July 2024**.


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

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