

Bid Bulletin No. 4

**“Consulting Service for the Creation of Philippine Creative Industries Digital Advocacy Campaign”  
Bidding No. 23-012**

July 5, 2023

This Bid Bulletin No. 4 is hereby issued to modify or amend the Bidding Documents.

Activity	Schedule
Submission of Technical and Financial Documents  and  Opening of Technical Documents	July 17, 2023, 9:00 AM, for the Submission of Technical and Financial Documents, and 9:30 AM for the Opening of Technical Documents through video conference with the following details:  Zoom Meeting: <a href="https://zoom.us/j/93108685391?pwd=UIVoZHh0RmFZSytzK1lBanA5RGoxUT09">https://zoom.us/j/93108685391?pwd=UIVoZHh0RmFZSytzK1lBanA5RGoxUT09</a>  Meeting ID: 931 0868 5391 Passcode: BAC2023
Opening of Financial Documents	July 24, 2023, 9:30 AM, for the Opening of Financial Documents through zoom video conference with the following details:  Zoom Meeting: <a href="https://zoom.us/j/94718545860?pwd=R00vVVBZMWhQMTczb3VSYW1TRDZBZz09">https://zoom.us/j/94718545860?pwd=R00vVVBZMWhQMTczb3VSYW1TRDZBZz09</a>  Meeting ID: 947 1854 5860 Passcode: BAC2023

**Terms of Reference**

INQUIRY	RESPONSE
<b>1. Social Media Page:</b> <ul style="list-style-type: none"> <li>Is there an existing social media page for the campaign? If so, please indicate the page.</li> </ul>	As of now, there is no existing social media page dedicated to this campaign. The consulting firm will be responsible for creating and managing the social media pages on platforms such as Instagram, TikTok, and Facebook.
<b>2. Creative Local and International Partners:</b> <ul style="list-style-type: none"> <li>As stated on page 78 of the bidding document, it is mentioned that part of the firm's responsibility are: <ul style="list-style-type: none"> <li>Coordinating and collaborating with at least seven (7) local and international</li> </ul> </li> </ul>	There are few existing partnerships with creative industry partners, but the end-user is looking to expand this network. The consulting firm will be responsible for coordinating and collaborating with both existing and new Creative Industry Partners. The end-user will provide the consulting firm with the information on existing partnerships

**BIDS AND AWARDS COMMITTEE**

<p>Creative Industry Partners to develop and co-present the Cultural Atlas.</p> <ul style="list-style-type: none"> <li>▪ Sourcing and listing the 100 creatives for the map through the Creative Industry Partners.</li> </ul> <p>Do you already have existing partnerships with these creative industry partners, or will the agency be responsible for seeking and providing these creative partners? Additionally, can you provide the existing database for the list of the 100 creatives?</p>	<p>and expect the consulting firm to seek additional partners. Regarding the list of 100 creative players, there is a preliminary database that can be used as a starting point, but the consulting firm will be responsible for sourcing and completing this list through the Creative Industry Partners.</p>
<p><b>3. Cultural Atlas:</b></p> <ul style="list-style-type: none"> <li>• Could you please provide a clearer description of the Cultural Atlas?</li> <li>• For the launch of the Creative Atlas, will the agency be responsible for the execution of planning only? If so, is the execution of the on-ground activation included in the given budget?</li> </ul>	<p>The Cultural Atlas is intended to be a comprehensive digital platform that documents and organizes information on the artistic and cultural landscape of the Philippines. It should include entries on various creative industries, talents, historical sites, traditions, and more. Each entry should be geographically mapped and include multimedia content, descriptions, historical significance, and other relevant information. The Cultural Atlas should be user-friendly, accessible, and designed to engage both local and international audiences.</p> <p>For mapping and geographical visualization, the consulting firm may consider using tools like Google Maps and Google My Maps. Google Maps can be used for displaying the geographic locations of the cultural entities, while Google My Maps allows for the creation of custom maps where additional layers and information can be added to each entry. This would enable users to interact with the map and explore different layers of information. Additionally, incorporating features like Street View and photos can create a more immersive experience for users.</p> <p>Regarding the launch of the Creative Atlas, the consulting firm will be responsible for both the planning and execution of the launch, which includes online promotion and on-ground activation. The budget for the on-ground activation should be included within the overall budget allocated for this project. However, we encourage a creative and efficient use of resources to ensure the maximum impact of the launch.</p>

Additionally, there is flexibility in the deliverables. While the initial concept for the Cultural Atlas is centered around mapping and geographical visualization, the consulting firm has the option to pivot the focus towards developing a strong brand identity for the Philippine Creative Industries.

In lieu of the Cultural Atlas, the consulting firm can propose to create a logo design, brand identity, and brand messaging that would embody the values, culture, and creativity of the Philippine Creative Industries.

- **Logo Design:** The logo should be visually striking, memorable, and reflective of the Philippine culture and creativity. It should work across various mediums, be scalable and adaptable.
- **Brand Identity:** The brand identity encompasses the visual elements that make up the overall look and feel of the Creative Industries brand. This could include a color palette, typography, iconography, and visual style guides that are culturally resonant and appealing to both local and international audiences.
- **Brand Messaging:** This includes the core messages and narratives that will be communicated through the brand. It should encapsulate what the Philippine Creative Industries stands for, its values, goals, and vision. Crafting a compelling and consistent brand message is crucial in engaging with the audience and stakeholders effectively.

The consulting firm should present a comprehensive strategy on how these elements will be utilized across various platforms and campaigns to promote the Philippine Creative Industries. Please note that if the consulting firm opts for this alternative deliverable, it should be communicated and discussed with the end-user for approval. Furthermore, the consulting firm should demonstrate how this alternative approach aligns with the objectives of increasing public awareness and engagement with the Creative Industries Program.

For the guidance and information of all concerned.

*SGD.*

**LEONILA T. BALUYUT**

*Assistant Secretary*

Chairperson, DTI Bids and Awards Committee

Conforme:

\_\_\_\_\_  
Name and Signature of  
Authorized Representative

Date: \_\_\_\_\_