

Bid Bulletin No. 2

**“Consulting Service for the Creation of Philippine Creative Industries Digital Advocacy Campaign”  
Bidding No. 23-021**

August 31, 2023

This Bid Bulletin No. 2 is hereby issued to modify or amend the Bidding Documents.

Questions	Response
Regarding Committee Management and Engagement, who are the target audiences for this and the list of FAQs to be used?	The target audiences are industry stakeholders, government agencies and general public who might be interested in the Philippine Creative Industries. The end-user will provide a list of FAQs and their corresponding answers. For questions not in the FAQs, it can be forwarded to the end user for appropriate response.
Under the deliverables, specify the length of the reels/ short videos required?  For the infographics, are we to choose whether it will be static or moving infographics?	Reels: 30 seconds to 1 minute. Short videos: 1 minute and 30 seconds to 2 minutes.  Yes.
Will the consultant bear the ASC application and all the fees?	No need for any ASC Application for this project.
Do the bidder/s need to submit the CV of the supporting staffs/additional staff? What if the supporting staff does not have a bachelor's degree, will they still be included as supporting staff?	The bidder/s is/are free to submit un-notarized CVs of their supporting staff, but it was noted that the supporting staff will not be included in the scoring and evaluation. The TWG will only evaluate/score the CVs of the Key Personnel submitted by the bidders.
What is the duration of the event/campaign?  Details of the technical proposal presentation.	The duration of this campaign is 90 Days.  Online Technical Presentation will be on 12 September 2023, 1:30 P.M., <i>via</i> MS Teams with the link below:  <a href="#">Link of Technical Presentation (Bidding No. 23-021)</a>  Each bidder shall be given a maximum of thirty (30) minutes to present their technical proposals. The order of presentation shall be based on the date and time of submission of the bidder's technical and financial documents.
For the Technical Proposal: do the bidder/s need to submit the logo design or is it only	The bidder/s is/are not required to submit the final logo design at this stage. Instead, for

<p>the methodology on how they will develop the logo design?</p>	<p>the technical proposal, the end-user is looking for the methodology on how the bidder plan to develop the logo design. This should include bidder's approach, considerations, and any processes or tools it intend to use to capture the essence of the Philippine creative industries.</p>
<p>Regarding the "Design" in Relation to the Deliverables:  a. 3-minute Audio-Visual Presentation (AVP) on Philippine Creative Industries Development</p>	<p>The bidder/s is/are not expected to provide a full 3-minute storyboard for the AVP in the initial proposal. However, it is expected to present a conceptual outline or a brief storyboard that delineates the main themes, narrative flow, and pivotal elements they aim to incorporate in the AVP.</p>
<p>b. 90 Pieces of Engaging Social Media Content  WHAT "design" of the above media formats is the minimum required from us for the Technical Proposal Envelope?</p>	<p>For the technical proposal, the bidder is not required to submit all 90 pieces of content. Instead, the end-user requires the following:</p> <ul style="list-style-type: none"> <li>• A sample design or mock-up of one infographic post.</li> <li>• A concise concept or outline for one reel.</li> <li>• A conceptual outline or brief storyboard for one short video.</li> <li>• A sample or mock-up of one high-quality photo.</li> </ul> <p>These samples and outlines should provide insights into the bidder's creative approach, comprehension of the project's objectives, and their execution strategy for the deliverables.</p>

For the guidance and information of all concerned.

*SGD.*

**ATTY. AGATON TEODORO O. UVERO**

*Assistant Secretary*

Chairperson, DTI Bids and Awards Committee

Conforme:

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

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