

ANNEX "A"

PROJECT NAME: Hiring of a Digital Marketing and Online Public Relations (PR) Agency for Two (2) Years

A. Issues raised during the Pre-Bid Conference

	Query/Clarifications	TWG/BAC Reply
1	Will the project brief be the basis of the creative or the Terms of Reference (TOR)?	The project brief will be the basis of the creative.
2	<p>On Social Security Act of 2018</p> <ul style="list-style-type: none"> • Request of clarification of the shortlisted consultants on the content needed to deliver to the members. • Does it need to be 15 seconds? 	<ul style="list-style-type: none"> • Bidders must convey to the members, that the additional P1,000 on their pensions is postponed, it is not financially sound to the SSS according to the evaluation of its actuarial services. • Minimum of 15 seconds, maximum of 30 seconds . <p style="text-align: center;">This amends Terms of Reference.</p>
3	Can the presentation be one (1) hour instead of 30 minutes?	Refer to b.30
4	<p>On pre and post survey</p> <ul style="list-style-type: none"> • Can the service provider conduct qualitative survey instead of quantitative survey, since it is the most common type of survey done in most of the agencies? • Is the survey nationwide? • Can the service provider sub-contract the conduct of survey? 	<ul style="list-style-type: none"> • Refer to b.15 • Yes. • Refer to b.8
5	On Payment Tranche, can the SSS pay the 50% of the payment once the concept is already generated, the payment will be used in the production?	Refer to b.1
6	<p>On the coverage of the budget</p> <ul style="list-style-type: none"> • Is the budget for the survey included in the ABC? • Is the placement of the materials included in the ABC? • Is the social media boosting included in the ABC? 	<ul style="list-style-type: none"> • Yes. • No. • Yes.
7	Will the service provider follow the schedule of deliverables?	Yes.

8	When is the presentation?	November 12, 2020 – 9:00 a.m. to 12:00 n.n., 12 th Floor, Green Room, SSS Main Buiding.
9	<p>On Social Media Aspect</p> <ul style="list-style-type: none"> • Will the service provider produce contents on the SSS page? • Will the service provider have an access to the SSS page? • What social media platform will be used? 	<ul style="list-style-type: none"> • Yes. • Yes, in coordination with Public Affairs and Special Events Division (PASED). • Mainly, Facebook.
10	Can the bidders have a copy of the strategic data?	Refer to B.10.
11	On Documentation, in case of discrepancy between the Bid Data Sheet (BDS) and TOR, which will be followed by the bidders?	Terms of Reference shall prevail.
12	Will the bidders include the Bid Security on the submission of Technical Documents?	Yes.
13	<p>On TPF 2 –Consultant’s Reference</p> <ul style="list-style-type: none"> • Is there a specific formula for staff-months? • Is there a no. of maximum page required? 	<ul style="list-style-type: none"> • Refer to B.35 • None
14	<p>On the Authority to Notarize issued by Regional Trial Court</p> <ul style="list-style-type: none"> • Do the bidders need to attach it to Bid Securing Declaration and Omnibus Sworn Statement? • Do the bidders need to attach copies of IDs? 	<ul style="list-style-type: none"> • Yes. • No.

B. REPLY TO WRITTEN QUERIES

	QUERY	REPLY
1	<p>Terms of Payment Please also refer to Page 49 of Bid Docs2-rei-sss-consul-2020-004 article 53.5 on Billings and payments.</p> <p>Please also note: Tranches provided in the image above from the Oct 19 online meeting is different from the tranche list on Page 55 of Bid Docs2-rei-sss-consul-2020-004</p> <p>A.1. Industry standard is to provide a 50% down payment before the start of the conceptualization of storyboard and a full payment once approved. At production stage, the standard is to provide 50-60% down payment for pre-production services (location and talent sourcing, feasibility meetings) and the full balance payment once the material (i.e. TV commercial and such) is approved.</p>	The terms of payment remain as stated in the Section VI. Special Conditions of the Contract of the Bidding Documents.

	<p>We therefore suggest modifying the tranches to instead adapt to the load of materials required in the first year. For example, year 1, shall release a total of 70% of the total contract value and year 2 shall consequently be 30% balance to be released. This ensures that the communication message is properly implemented as envisioned by the Social Security System.</p>	
2	<p>A.2. Based on Page 49 of Bid Docs2-rei-sss-consul-2020-004 article 53.5 on Billings and payments. It is stated that payment will be released 60 days after receipt of statement. May we shorten this to 15 days? Extending payment terms while implementing a campaign might cause delays in deployment without proper funding. May we also ask for a clearer explanation of Article 53.5. (a) ?</p>	<p>The terms of payment remain as stated in the Section VI. Special Conditions of the Contract of the Bidding Documents.</p>
3	<p>A.3. Based on Page 50 of Bid Docs2-rei-sss-consul-2020-004 article 54 on Final payment. On Final Payment, which tranche number does this relate to? Does it relate to the last tranche of the year or does it relate to the last tranche of Year 2. We hope that this is related to the last tranche of Year 2 and if this is the case, may we also request a shortened period as well.</p>	<p>The final payment will be the 6th tranche.</p>
4	<p>Contract Cost. Page 49, Article 52 May we ask for a clearer explanation of what Article 52.1 means? Will there still be a need to inform if the expenses reaches 80% of the ceiling even if the tranches will be paid on a milestone/accomplishment basis?</p>	<p>There is no need to inform us.</p>
5	<p>Taxes We would also like to know if there are additional tax deductions to be made on the tranche/payments such as value added tax or withholding taxes that will be removed from the total overall budget. Knowing this will help us create the Financial Proposal for the bid submission.</p>	<p>SSS will withhold all applicable taxes to its payments.</p>
6	<p>Based on Page 49 of Bid Docs2-rei-sss-consul-2020-004 article 53 on Remuneration and Reimbursable Expenditures May we ask what are examples of items for Renumeration and reimbursable expenditures? So that we understand the terminology and will be able to position the correct items in the correct form.</p> <p>Are reimbursable expenses considered as expenses that are for reimbursement from the procuring entity?</p>	<ul style="list-style-type: none"> • Remuneration is any type of compensation or pay given to employees. • Reimbursable Expenditures are regular expenditures for transportation, maintenance, postage, telephone, and other expenses incurred by the Consultant. • There is no reimbursable expense chargeable to SSS.
7	<p>Based on Page 57 of Bid Docs2-rei-sss-consul-2020-004 article 56 on Liquidated Damages There is a need to define the point of Delay because the service list is dependent on payment and approvals. We would like to request for a clearer outline of the schedules to avoid</p>	<p>Please see attached revised Schedule of Delivery – Annex A-8.</p> <p>This amends Terms of Reference.</p>

	delays and a concise explanation of what is an unexcused delay?	
8	<p>Subcontract Article 6 Page 9 vs. Page 26 There might be a Conflict between Page 9 and Page 26. Subcontracting on Page 9 is allowed while on Page 26 it is not. As an overview, production of quad-level creative materials and surveys require third party contractors or subcontractors. This is an industry practice that agencies use the services of suppliers for surveys and creative production.</p>	Subcontracting is not allowed.
9	<p>Directorship: Article 2.5 Page 5 Will an independent director of a GOCC be allowed to become a member of the project team?</p> <p>What is the basis for determining if said consultant is considered as an official employee of the Government of the Philippines? Is it by salary grade and official employment or directorship on per diem basis is also considered?</p> <p>See reference below</p> <p>25. Consultants are discouraged to include officials and employees of the Government of the Philippines (GoP) as part of its personnel. Participation of officials and employees of the GoP in the Project shall be subject to existing rules and regulations of the Civil Service Commission.</p> <p>26. Fairness and transparency in the selection process require that Consultants do not derive unfair competitive advantages from having provided</p>	Refer to Section II. Instruction to Bidders Clause 2. 5.
10	<p>CREATIVE SCOPE OF WORK (Section VI. Terms of Reference) a. Social Media Management and boosting</p> <p>i. May we request for data/information of the current SSS Facebook page? We will need the demographics information so that we can provide the Media Plan for the Technical and Financial bid document. (four screenshots of the current demographics: Fans, Followers, People Reached, Engaged)</p> <p>ii. We would also like to request for the current monthly average REACH of the SSS page.</p> <p>iii. How many publish Facebook art cards monthly is the Agency required to create for the Facebook page? Are we allowed to suggest the number of Facebook art cards for SSS's Facebook page per month? Or will SSS define this number?</p> <p>iv. Is Facebook management (answering messages and publishing of posts) included in the scope of work? Or is it only content creation of art cards?</p> <p>v. How will the approval process of the Facebook Content be performed?</p>	<p>See attached ANNEX A-1 for the detailed data/ information.</p> <p>2020 TOTAL REACH YTD = 252 Million Average view per post = 350,121</p> <p>Target is a minimum of 30 art cards in a month.</p> <ul style="list-style-type: none"> • SSS handles answering messages and publishing of post. • The Consultant's initial layout shall be reviewed by the VP-PASED and the OPCEO if needed. Revisions will be communicated, if any. Once cleared, the Final Art Card will be sent to Multi-Media Section for posting, including the

		schedule of posting, frequency, whenever applicable.		
	vi. Is the Editorial Calendar related to Facebook art cards? Or is this more of crisis management?	No. No.		
	vii. For Media Targeting, Is the target demographic of the boosting subject to certain cities and demographics or will it be nationwide as well? The indicated audience in the bid documents do not indicate region coverage. Reference as shown below.	You may propose how to target the specified audiences, considering the demographics of our followers.		
	<table border="1"> <tr> <td>TARGET AUDIENCE</td> <td> Primary • Employer • Employee • Self-Employed/Voluntary Members • OFWs • Policymakers (legislators, executive branch, etc.) Secondary General Public </td> </tr> </table>	TARGET AUDIENCE	Primary • Employer • Employee • Self-Employed/Voluntary Members • OFWs • Policymakers (legislators, executive branch, etc.) Secondary General Public	
TARGET AUDIENCE	Primary • Employer • Employee • Self-Employed/Voluntary Members • OFWs • Policymakers (legislators, executive branch, etc.) Secondary General Public			
11	Two (2) 30-sec.TV Commercial i. What does “Digital video output” mean?	Video intended for SSS digital media (website, social media)		
	ii. Is the quantity mandatory or can we also suggest a 15 sec TV commercial for example?	Yes, the number of TVCs to be produced is mandatory.		
	iii. Will the media placement for this material be used for 2 years or is it expected to go over 2 years of usage? This affects copyright costs and talent fees.	The materials will be used for two (2) years starting from the date of first airing or publication.		
12	Three (3) 30 sec. Radio commercials i. Is the quantity mandatory or can we also suggest a 60 sec jingle for example? Basically, being able to cut up a total of ninety (90) seconds worth of radio into our strategic recommendation?	Yes, the number of RCs to be produced is mandatory.		
	ii. Will the media placement for this material be used for 2 years or is it expected to go over 2 years of usage? This affects copyright costs and talent fees.	Yes. The materials will be used for two (2) years starting from the date of first airing or publication.		
	iii. Will you require different language translations or are you okay with Tagalog as the language for a nationwide material?	Yes, translations to different dialects such as Ilocano, Visayan, Ilonggo and Bicolano are required.		
13	Five (5) Print Advertisements i. May we know what is the size of the Print advertisement? (i.e. Full page, half page)	Size of the print ad is 5 cols. X 24 cm. or will depend on your proposed Communication Plan.		
	ii. What does editorial writing mean? This is different from a print ad and we’d like to understand if you mean it to be an advertorial article and if yes, why.	To clarify, it is copywriting and not editorial writing.		
14	Media Planning i. Are we going to do the actual media buying for SSS? Or do we provide the plan and SSS shall procure it?	No. The media buying will be handled by SSS. The Consultant will assist/help in the media planning.		
	ii. For Quad-media materials (TV, Radio, Print), will you provide a separate budget for this or will it come from the Php 35M+ budget?	SSS will implement the quad-media campaigns in terms of ad placements.		
15	Pre and Post Evaluation Survey i. What type of pre- and post-survey do you expect will be done for this campaign? (i.e.	Quantitative with 1,200 respondents nationwide		

	Qualitative - Focused Group or Quantitative with 1,200 nationwide respondents)	
	i. Who are the expected respondents of the survey? Will the respondents include SSS members only or non-SSS members as well? <i>*Please note that we raise these concerns due to given limitations that we currently face due to the pandemic state.</i>	Expected respondents are a mix of employers, individual SSS members and non-members.
16	TP4 Page 68 of Bid Docs2-rei-sss-consul-2020-004 i. We would like to request for a presentation time extension from 30 mins. to 60 mins	Yes, the creative presentation will be extended to 60 minutes. This amends Terms of Reference
	ii. Is the CASE STUDY: Additional P1,000 benefit for pensioners, the final case study for the 2 years of the campaign run? Or will there be additional case studies throughout the 2 years?	The case study on the additional P1K benefit for pensioners is for creative presentation purposes only. The winning agency will conceptualize new campaign/s based on the directions of the SSS management/SSC.
	ii. Given the list of requirements for the presentation (ex 15 sec. TV commercial/15 sec. radio commercial) is this mandatory to have 15 secs or are we allowed to extend the time to 30 secs since the actual Technical document requirement is 30 secs?	Minimum of 15-second and maximum of 30-second. This amends the Terms of Reference.
17	Will the presented 15 sec. TV commercial be produced as part of the materials requested for in the bid documents OR will this be considered a separate production?	No, the presented 15 second TVC is only part of the creative presentation and will not be produced.
18	On the same list of requirements, for the two 2-min social media video this may be too long to present for a 60 min presentation. May we instead present 1 2-min social media video?	To clarify, we only require one 2-minute social media video during the 60 minute presentation.
19	Based on our previous meeting, it was mentioned that the Php 1,000.00 pension will not be released due to lack of funding. How many SSS members shall be affected by this situation?	2,785,645 pensioners (as of September 2020)
20	May we request for the following supplementary information:	
	i. Total number of SSS Pensioners	2,785,645 (as of September 2020)
	ii. Total number of OFWs with SSS	1,203,857 (as of September 2020)
	iii. Total number of SSS contributors	14,993,370 - Total paying members with at least one (1) payment for the period January to September 2020 *per CPPD
	iv. Data and information of number of people that benefited from SSS in 2020 (pandemic) or earlier years	Social Security Benefit Releases (as of September 2020) 3,389,847 - total number of beneficiaries for SSS benefit payments (retirement, death, disability, maternity, sickness, funeral & unemployment)
v. How much can a pensioner receive in total from SSS in his average lifetime?	The average basic monthly pension is P4,433.00 Average of 23 years receiving pension	
21	From the online article https://manilastandard.net/business/business-stocks/288354/new-sss-law-to-add-13-more-years-to-fund-life.html There are 2.3 million qualified pensioners for the PHP1,000 benefit.	See attached as references: <ul style="list-style-type: none"> • ANNEX A-2 – Fact sheet • ANNEX A-3 – SSS Consultation with ALU-TUCP presentation • ANNEX A-4 – SSS P2K Pension Increase presentation

	<p>i. Is this number correct? Please share with us any data that can educate us better with the current situation of SSS regarding this.</p> <p>ii. It was also mentioned that the release of the PHP 1,000 benefit is required as per the law enacted and is only postponed. Is there a date as to when the SSS will release these funds or do you have any projections that you can share with us? This will help when we strategize for the campaign.</p>	<p>For creative presentation purposes only, the data to be provided to the bidders are as of 2017 (when the first tranche of the P1000 pension increase was given) and are considered published/public information. We cannot give current background data due to confidentiality reasons.</p>
	<p>iii. Would you have talking points or information on the impact of the unfunded liability as stated in previous meetings?</p>	
	<p>iv. What previous issues came about with the first P1K pension increase that may also need to be addressed to via the communication platform?</p>	
	<p>v. Should there be a requirement to release the Php1,000.00 2nd tranche, will there be a possible increase in SSS Contributions to the working sector given that the net income after the 1st tranche of release lowered by 37% in 2017.</p> <p>https://newsinfo.inquirer.net/1265319/release-of-p1000-pension-increase-for-sssretirees-pushed</p>	
<p>ABOUT THE PROJECT BRIEF</p>		
22	<p>Just want to clarify the issue we need to address – so is the issue that the SSS cannot afford to give the second tranche of P1,000 pension increase because the fund cannot afford it? And we want to create a positive impression of the fund despite this?</p>	<p>Yes.</p>
23	<p>We want to portray the SSS as “Portray SSS as a viable pension fund so it can continuously serve its current and future members in perpetuity” what do we tell the target that will reassure them that indeed this is a viable pension fund?”</p>	<p>See attached Annexes, as references:</p> <ul style="list-style-type: none"> • ANNEX A-5 – Fact sheet • ANNEX A-6 – SSS Consultation with ALU-TUCP presentation • ANNEX A-7 – SSS P2K Pension Increase presentation.
24	<p>The brief says we need to play up on the intervention methods to increase appreciation of SSS. What are those intervention methods? What are the interventions being done by SSS to address the huge unfunded liability?</p>	<ul style="list-style-type: none"> • Improved services through expreSSS (Digitization and Online Services of SSS) • Value of SSS membership in terms of short and long-term benefits and loans
25	<p>Until when is it not financially viable for the SSS fund to increase pension benefits? Will there be a time in the near future when a 1k increase in pension will become viable?</p>	<p>For the sake of creative presentation, work on the assumption that SSS will put on hold the 2nd tranche. No definite date.</p>
26	<p>Will SSS be able to share success stories on their members/pensioners? In relation to finding relief in times of need due to their steady SSS membership? This may be a valuable angle to look at in terms of communicating positively about SSS.</p>	<p>Yes. You may also refer to the #KwentongSSS art cards in the SSS Facebook Page.</p>
27	<p>ABOUT WHAT WE CAN OFFER vs. WHAT WE CANNOT</p>	<p>None. We can only promise to continually improve our services.</p>

	<p>Given the issue of “strong public clamor to release the "promised" second tranche of P1,000 pension increase that SSS cannot because of the huge unfunded liability not making it financially viable for the SSS fund to increase pension benefits” — Is there something else that SSS will be doing to help alleviate the “pain” felt by the 1k’s non-release? Please cite and provide details to the specific acts/ activities that SSS will do (if any) to help people feel the brunt of this impact less.</p>	
28	<p>ABOUT THE BACKLASH As expected, there will be contrary views over the announcement of... not granting the second tranche of the P1K additional pension. Issues on poor SSS services, high salaries of SSS executives, and dissenting views, particularly from the Senior Citizen organizations, are expected to be heard.”</p> <p>Have any of the issues listed above already come up in the past? If yes, are there any media talk points that are in existence and available to share with us regarding the issues that have come up previously?</p>	<p>See attached Annexes, as reference.</p> <p>For creative presentation purposes only, the data to be provided to the bidders are as of 2017 (when the first tranche of the P1000 pension increase was given) and are considered published/public information. We cannot give current background data due to confidentiality reasons.</p>
29	<p>ABOUT THE SURVEYS 1. Regarding the pre-campaign and post campaign surveys -- To clarify, the pre-campaign survey (with the ff. details as of verbal briefing: 1200 respondents/ SSS contributors/ LuzViMin coverage) — what is this supposed to measure exactly? What info are we supposed to uncover?</p> <p>2. Putting together a face to face survey with 1200 respondents nationwide is very expensive (amounting to millions of pesos). Would you be amenable to looking other alternative survey measures and parameters (e.g. digital survey with less than 1,200 respondents) for all the surveys?</p>	<ul style="list-style-type: none"> • Status of SSS membership • Knowledge about SSS programs and services • Source of information about SSS • Message recall and awareness about the SSS campaigns • Impact of the campaigns (attitude) <p>We can allow digital survey for the pre-evaluation campaign, subject to PASED and PCEO approval.</p>
30	<p>PRESENTATION TIME Can we extend the creative presentation time detailed in TPF4 from 30 minutes to one hour? Thirty 30 minutes will not be enough to present the full list of creative requirements.</p>	<p>Yes, the creative presentation will be extended to one (1) hour.</p> <p>This amends Terms of Reference.</p>
31	<p>DELIVERABLES: 1. What deliverables or output should the technical and financial proposals cover – the detailed list in the TOR of the bidding document or the ones listed in the project brief of TPF4?</p> <p>2. For the creative presentation, what is the expected output – the ones described in the</p>	<p>The technical and financial proposal should cover the detailed list of deliverables indicated in the TOR.</p> <p>The expected outputs indicated in the project brief.</p>

	TOR or the ones listed in the project brief in TPF4?	
32	<p>STAKEHOLDER MANAGEMENT</p> <p>1. Does SSS have an existing Stakeholder Map? Maybe as a result of the PR efforts in the past? If so, we can just review and update it instead of undergoing a Stakeholder Mapping exercise which will entail more time and cost.</p> <p>2. Does SSS have an existing Issues Management Database? This is like a repository of FAQs and the standard response of SSS. The issues faced (e.g. increase in pension) are mostly recurring so it will help expedite the crisis management process if SSS already has this.</p>	<p>None.</p> <p>See attached Fact Sheet (ANNEX A-5) as reference.</p>
33	<p>CORPORATE REQUIREMENTS</p> <p>Referring to page 8 of the Bidding Document II. Do we need to have a certification of some sort for the compliance to DOLE, Occupational Safety and Health Standards?</p>	<p>No. What is required is to accomplish the OMNIBUS SWORN STATEMENT where one of the responsibilities of the consultant listed, is to ensure that it complies with the existing labor laws and standards.</p> <p>Reference: Page 7, 8, 75, and 76 of the Bidding Document II</p>
34	<p>RE: MEDIA STRATEGY & PLANNING</p> <p>1. Does the SSS have any existing media properties or assets that we need to be aware of and include in the media strategy and media plan? Can you please share those?</p> <p>2. You mentioned in the project brief in TPF4 that OFWs are part of the target audience. Does this mean we will also be placing TV, radio and print materials in publications abroad or is this optional?</p>	<p>None.</p> <p>Media placement abroad is optional.</p>
	<p>3. Can you share with us data that shows the age, socio-economic class (SEC) and geographic distribution of the SSS target audience?</p> <p>4. Can you also please share with us data that shows the socio-economic class (SEC) and geographic distribution of the pensioners who are supposed to receive the 2nd round of 1k tranche?</p>	<ul style="list-style-type: none"> • Age Bracket based on SSS Facts & Figures as of September: <ul style="list-style-type: none"> > 15 to 29 – 9.25M > 30 to 39 – 9.96M > 40 to 49 – 7.91M > 50 to 59 – 5.83M > 60 to 69 – 3.05M > 70 to 79 – 1.21M > 80 to 89 – 497,617 > 90 to 99 – 170,028 > 100 and above – 87,007 • No available data on socio-economic class and geographic location <ul style="list-style-type: none"> • No available data on socio-economic class • Below is the distribution of SSS pensioners by region: <ul style="list-style-type: none"> > NCR – 879,711 > Luzon – 1,008,759 > Visayas – 523,140 > Mindanao – 374,035 • Total number of SSS pensioners – 2,785,645

	5. Is there a prescribed campaign period (e.g., 3 months) for the launch and for the tactical campaigns detailed in Clause 18 of the SCC?	Campaign period will depend on your proposed Communication Plan, on how the campaign will be more effective.
	6. For boosting of digital posts and ads from SSS Facebook (FB) page, is there a particular number of the Facebook audience you require us to reach for the launch and for the tactical campaigns?	Facebook audience will depend on your proposed Communication Plan.
	7. Will you also require digital ads outside of our FB page? If so, which digital platforms or websites will those be and why?	Digital ads will be in Facebook and Instagram only, depending on your proposed Communication Plan.
35	<u>RE: TECHNICAL & FINANCIAL PROPOSAL FORMS</u> On TPF2: 1. What do you mean by Associated Consultants? Can you give examples please?	The Bidding Forms are the Standard Form of the GPPB. Fill out the items that are only applicable to the Consultant
	2. What's the difference between staff-months; duration of project AND no. of months of professional provided by associated consultants?	The Bidding Forms are the Standard Form of the GPPB. Fill out the items that are only applicable to the Consultant.
	3. On the item "professional staff provided by your firm," are you asking us to enumerate all the names and positions?	Yes, please enumerate the names and positions of all the staff.
	4. What is the formula to compute for No. of Staff Months? Is the answer No. of hours per month for the project?	The Bidding Forms are the Standard Form of the GPPB. Fill out the items that are only applicable to the Consultant.
	5. When you say "no. of staff," does this refer to our staff or the staff of client?	The staff of the Consultant.
	6. Does the address ask for client's address or our address?	The address of the client.
	7. On the item "name of senior staff (project director, coordinator, team leader) involved and functions performed," does this pertain to our own senior staff or should it include client's and associated consultants' senior staff as well?	The senior staff of the Consultant.
	8. Do you need additional references from our clients such as but not limited to certificate of completion or certificate of brand assignment?	Yes.
	9. In your TOR, you also require us to submit information such as email addresses and contact numbers of our clients. Can we use this form to include these details or would you require us to place these in a different sheet or form?	Your client's contact details can be submitted in additional/different sheet.
36	TPF 4: Do we strictly follow the TPF4 form for the description of the methodology and work plan for performing the project? Or can we suggest a different way of doing it that we think will best encapsulate our strategy and plan for SSS?	Strictly follow our template/format.
37	TPF7:	

	1. For “reports due/activities,” do we have to flesh out the actual activities for the campaign or just a description of the role?	Yes. You need to indicate the actual activities for the campaign.
	2. Should this be filled out by each team member from the agency?	Yes, TPF7 should be properly filled out by the Consultant per campaign.
38	TPF8: 1. The table under field investigation and study items is for the entire campaign, correct? If this is the case, please clarify why the table only has one year (12 months) whereas, in the terms of engagement, it says two years.	You can duplicate the table, adding 13 th up to the 24 th month. Attached is revised TPF 8 (Annex A-9).
	2. What do you pertain to when you say “draft report” and what is the expected coverage?	The Bidding Forms are the Standard Form of the GPPB. Fill out the items that are only applicable to the Consultant.
	3. For the interim progress report, can we define what will be covered for the first and second status reports, or are there expected coverage already? (Example: 1st status report to cover concept approval and pre-production stages; 2nd status report to cover production and implementation stages) Can we include a third status report?	The Bidding Forms are the Standard Form of the GPPB. You may include a 3 rd status report depending on your methodology and work plan.
	4. What is an inception report and what should be included there?	The Bidding Forms are the Standard Form of the GPPB. Fill out the items that are only applicable to your Agency.
	5. Should the final report cover the end part of the campaign and the post-campaign results only? Or should this be for the entire campaign?	As Indicated in the TOR, submission of reports shall be done once a month and terminal report shall be submitted together with the post-campaign evaluation survey results for the second year.
39	FPF4: Do we also include all third-party supplier costs (e.g. TV production costs, digital facebook media boosting costs, and consumer survey costs) in FPF5 (reimbursable) or/and FPF4 (remuneration)?	Third-party supplier costs should be included in FPF2.
40	Form of Contract Agreement: Do we have to submit this as well? (Currently, it's not mentioned in the checklist but is included in the forms.) Is this part of the Financial Proposal submission?	No. Agreements are already indicated under Section V – Special Conditions of the Contract, Clause 9, for your reference.
41	Regarding the Project Brief: 1. What is SSS's plan of action for unpaid pension programs? When is their target date to start releasing the additional P1K? 2. In the brief, it says that SSS wants the agency to “play up the intervention methods to increase public’s appreciation for SSS” -- what are these methods/actions?	For the sake of creative presentation, work on the assumption that SSS will put on hold the 2 nd tranche. No definite date. • Improved services through expreSSS (Digitization and Online Services of SSS) 1. Value of SSS membership in terms of short and long-term benefits and loans
42	Regarding TOR: 1. What are the parameters to differentiate PR coverage on traditional media and online?	Since it is our first time to hire a PR agency, parameters to differentiate PR coverage on traditional media and online

		should be defined/suggested by the Consultant.
	2. What monthly deliverables for Digital PR are expected from agency?	Refer to Section VI – Terms of Reference
	3. For the survey, can we clarify how many minimum respondents needed?	1,200 nationwide respondents
	4. Does SSS have an existing brand playbook that the agency has to follow, or do we create everything from scratch (logos, taglines, and other branding elements)	<p>The square blue & white SSS logo is not to be changed in any way. It may be printed in B&W, but the official blue color is Pantone 301-U. The SSS logo may be used by itself, or with the institution's name (all caps, font: Eras medium) placed either to the right (3 lines) or underneath it (1 line).</p> <p>There is an existing Anniversary theme that changes annually and is used in some corporate materials. However, this is separate and distinct from the campaign theme, tag lines, or branding elements that the ad agency is expected to develop.</p>
	5. Given the limited budget for a 2-year engagement, would it be possible to lessen the deliverables? Particularly those that would require video productions? Video and Recording productions are costly in general, but more expensive now given all the health and safety protocols due to COVID pandemic.	No. The deliverables remain as stated in the Bidding Documents.
43	Regarding SSS and Agency operations: Does SSS have a media monitoring subscription or agency or do they do this in house? If in-house, do they have analytics in their reporting?	None
	Does SSS have a media agency for ATL (TV/Radio/Print) placements? If yes, does this media agency have a social listening facility or program?	None
44	Regarding the documentation: Will SSS allow the use of signature of the personnel on their respective CV's subject to original signature only of the authorized representative?	All bidding documents should be signed by the Agency's authorized representative.