

PROJECT: HIRING OF NATIONAL MEDIA MONITORING SERVICE PROVIDER (RE-ADVERTISEMENT)

QUERIES/CLARIFICATIONS RAISED DURING THE PRE-BID CONFERENCE:

	Query/Clarifications	BAC Reply
1	<p>On measurement of performance of assets, would that be the owned social media channels of SSS?</p> <p>Would you be able to share how many or the list of owned pages you have?</p> <p>Does SSS have a LinkedIn account?</p>	<p>Yes.</p> <p>We have a Facebook page, Twitter account, Viber community, Instagram and YouTube account.</p> <p>None.</p>
2	<p>On Monthly Reports, would you prefer the template prepared by the bidder or do you have an internal template?</p>	<p>We do not have required template but bidder can propose as long as the template will meet the requirements.</p>
3	<p>Meltwater may partner with an intermediary to complete the bid, because we are obviously not a Philippine based organization but we have partners in the Philippines, and we will have them go through the necessary steps in PhilGEPS and provide the necessary documents. Is that ok?</p>	<p>Yes. As long as the company will meet the required legal documents for the procurement of the project as stated in RA 9184.</p>
4	<p>Is billboard included in this bidding?</p>	<p>No.</p>

WRITTEN CLARIFICATIONS/ISSUES/QUERIES:

	Query/Clarifications	BAC Reply
1	<p>Social echo - The ability to track how many times an online news article was shared across social media channels (Facebook, Twitter, Reddit). Important in crisis situations and to identify messaging / content that resonates best with the general public.</p>	<p>In #25 of the Technical Specifications, we have crawled posts included but not limited to Overview of sentiment daily, Buzz Trend, Share of Voice, New conversations, New voices and Net Sentiment. Hence, it can be included in the social listening since we want to track the trending news, and as long as it will not entail additional cost.</p>
2	<p>Mobile app - Mobile app version of the platform offering part with the online system, has instant alerts for critical</p>	<p>We do not have any provision in the Technical Specifications requiring the service provider to have a mobile app</p>

	mentions, realtime search capabilities, tagging and sharing capabilities across other apps.	version.
3	Smart Alerts - AI driven feature identifying the most critical alerts for clients, based on surges in coverage, top tier media or influencer mentions as well as market moving alerts (e.g. new appointments)	Alerts for both mainstream and social listening are part of the requirement and need to follow the provided delivery period (Annex A).
4	Shareable dashboards - Ability to create editable reports as a password protected microsite which can be shared with stakeholders who are not users of the Meltwater platform. Example here (pw: password)	<p>Under the Technical Specifications, #13, we are requiring the service provider to provide a news monitoring portal for at least 10 users (mainstream media monitoring).</p> <p>Under the Technical Specifications, #22, we are requiring the service provider to provide one (1) social media dashboard with at least 10 user logins (social listening).</p>

ADDITIONAL INFORMATION:

Bid Breakdown Form – please use revised Bid Breakdown Form. See Annex “B”.