



**BB No. 2024-002**

**SUPPLEMENTAL BID BULLETIN**

27 October 2023

This Supplemental Bid Bulletin No. 2024-002 for the project “**Social Media Advertising and Online Marketing for Science Pinas**” is issued to amend certain provision in Section VII – Technical Specifications of the Bidding Documents. Accordingly, this shall form an integral part of the said documents:

FROM	TO
<p>III. Craft content and execute paid campaigns per month that may yield returns (e.g. increased Facebook, YouTube, and Tiktok reach and engagement)</p> <p>A. 10 Facebook ads            B. 10 YouTube ads            C. 10 TikTok ads</p>	<p>III. Craft content and execute paid campaigns per month that may yield returns (e.g. increased Facebook, YouTube, and Tiktok reach)</p> <p>a. <b>10 Facebook ads – with at least 2M overall reach in 5 months</b>            b. <b>10 YouTube ads – with at least 2M overall views in 5 months</b>            c. <b>10 TikTok ads – with at least 2M overall reach in 5 months</b></p>

For further information regarding the Science Pinas project, prospective bidders are encouraged to request a copy of the project briefer from the BAC Secretariat.

For the information and guidance of all concerned.

**ARLENE E. CENTENO**  
 BAC Vice-Chairperson

