

PHILIPPINE CHARITY  SWEEPSTAKES OFFICE

Sun Plaza Building, 1507 Shaw Boulevard corner Princeton St., Mandaluyong City 1552
www.pcso.gov.ph

**SUPPLEMENTAL/BID BULLETIN
ADDENDUM NO. 2**

**REF: PROCUREMENT OF THE SERVICES OF A RESEARCH
COMPANY/AGENCY TO CONDUCT A FOCUSED GROUP DISCUSSION (FGD)
AND STATISTICAL SURVEY
NOVEMBER 26, 2015**

The Philippine Charity Sweepstakes Office (PCSO) through its Bids and Awards Committee (BAC) hereby announces that:


1. There will be a second pre-bid conference to be held on Tuesday, December 1, 2015, 10:30 am at the Bids and Awards Committee Room, 3/f Conservatory Building, 605 Shaw Boulevard, Mandaluyong City;
2. The new schedule for the deadline of submission of bids is on Tuesday, December 8, 2015, 10:00 am. Opening of Bids is on Tuesday, December 8, 2015, 10:30 am.;
3. The BAC will issue a revised Technical Specifications incorporating the approved changes to wit:

V. PLANNING AND IMPLEMENTATION

- a. Agency to implement Survey on 300 respondents per major area namely: NCR, Northern and Central Luzon, Southern Tagalog and Bicol Region, Visayas and Mindanao. Said respondents are to be randomly chosen from among at least three (3) provinces/cities/municipalities (where lotto outlets are accessible) in each of the major areas.
- b. Agency to ensure that the respondents need to be qualified by age (18 and up) and by their geographical location. Although the Agency also need to get the respondents' other demographic information (such as gender, civil status, religion, working status, type of occupation, monthly income), the latter will not be used as qualifying data in choosing respondent list.

**ALL OTHER MATTERS NOT INCLUDED IN THIS ADDENDUM ARE HEREBY
MAINTAINED BY THIS COMMITTEE.**

For the guidance and information of all concerned.


CONRADO C. ZABELLA
BAC Chairman

Technical Specifications

Item	Specification	Statement of Compliance
		<p>Bidders must state here either "Comply" or "Not Comply" against each of the individual parameters of each Specification stating the corresponding performance parameter of the equipment offered. Statements of "Comply" or "Not Comply" must be supported by evidence in a Bidders Bid and cross-referenced to that evidence. Evidence shall be in the form of manufacturer's un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidders statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the provisions of ITB Clause 3.1(a)(ii) and/or GCC Clause 2.1(a)(ii).</p>
	Agency to prepare/present FGD / Survey methodology to PCSO (together with timelines and costs)	COMPLY/NOT COMPLY
	<p>Agency to prepare guide questions for FGD/Questionnaire for survey, based on but not limited to the following:</p> <p>Penetration Rate: How many within the "market" play? Preferably broken down into types of gamers/players -- one-timer (1-2 bets a year), Sporadic (3-7 bets a year), regular (8-12 bets a year), and frequent (more than 12 bets a year).</p> <p>b. Awareness level of PCSO (Have you heard of PCSO?)</p> <p>c. Image of PCSO (How do you see PCSO?): Image of PCSO Lottery Game (How do you consider the lottery?). Determine if there is a difference in the image between players and non-players.</p> <p>d. Ad Recall / Impact / Effectiveness: (Have you seen any PCSO Ad? What do you remember</p>	

	<p>about the Ad? Did the Ads motivate you to play?)</p> <p>e. Ad Media Effectiveness / Reach: (From which medium did you hear about PCSO? Newspaper? Radio? Magazine? Event? Billboard? Social Media --- FB? Twitter?, etc.)</p> <p>e.1. Consequently, determine level/degree of market's activity in the different social media</p> <p>e.2. Determine the relevance of print media to market (or do they mostly utilize the web for the news, ads, etc)</p> <p>f. Playing Habits: What PCSO games do you play? How often do you bet? What is your spending budget per game per year? If "illegal games", why? Why still play "illegal games" over PCSO or inspite of PCSO Lottery? Why do non-players not play?</p> <p>g. Motivations: Why do you play a particular game? Do you distinguish between games or do you play mainly because of the frequency of the draws/amount of pot money? Do you play because it is for charity? What will motivate them to play (for non-players), play more (for current players)?</p> <p>h. Are there differences among major regions (habits, cultural, image, ad media effectiveness, etc.)?</p>	
	Agency to implement FGD giving PCSO representative/s a chance to observe	COMPLY/NOT COMPLY
	Agency to collate/present results/analysis of FGD	COMPLY/NOT COMPLY
	Agency to implement Survey on 300 respondents per major area namely: NCR, Northern and Central Luzon, Southern Tagalog and Bicol Region, Visayas and Mindanao. Said respondents are to be randomly chosen from among at least three (3) provinces/cities/municipalities (where lotto outlets are accessible) in each of the major areas.	COMPLY/NOT COMPLY
	Agency to implement Survey on the following respondent	COMPLY/NOT COMPLY

Handwritten blue ink marks including checkmarks, arrows, and initials (possibly 'A', 'B', 'C', 'D') are present in the bottom right area of the page.

	<p>groups:</p> <ul style="list-style-type: none"> a. 18 years old & up, nationwide (loosely called "market") b. Current PCSO Lottery players within "market" c. Current non-PCSO Lottery players within "market" d. Current "Illegal numbers game players" within "market" e. For "B", "C", and "D", determine if there are significant differences among these segments in the 5 major areas of PCSO (i.e. NCR, Northern & Central Luzon, Southern Tagalog & Bicol Region, Visayas, Mindanao) <p>and collate result data, and prepare and present an in-depth analysis</p>	
	<p>Agency to ensure that the respondents need to be qualified by age (18 and up) and by their geographical location. Although the Agency also need to get the respondents' other demographic information (such as gender, civil status, religion, working status, type of occupation, monthly income), the latter will not be used as qualifying data in choosing respondent list.</p>	<p>COMPLY/NOT COMPLY</p>
	<p>Agency to turnover all data (raw and processed) to PCSO</p>	<p>COMPLY/NOT COMPLY</p>

I hereby certify to comply and deliver all the above requirements.

Name of Company/Bidder	Signature Over Printed Name of Representative	Date

