



5 December 2025

Dear Tenderers,

Tender Reference No. (614) in P/AE/PUR/AGC

**Provision of Lead Agency Services for the PR Campaign for the
Construction Industry Council (Re-tender)**

Tender Query No. 2

Subsequent to the issuance of the Invitation to Tender on 24 November 2025, and Tender Query No. 1 on 27 November 2025, tender queries were received. The CIC's response is hereby distributed to all Tenderers. The question(s) and the CIC's response(s) are set out in Attachment 1.

Please acknowledge receipt of the aforementioned information by signing below and returning this letter by e-mail to kelvinlee@cic.hk or by fax at (852) 2100 9439 **by 17 December 2025.**

Yours sincerely,
For and on behalf of
Construction Industry Council

Acknowledged by:

Eric LEE
Manager
Procurement

Name:

Position:

Company Name:

Date:

EL/

Tender for Provision of Lead Agency Services for the PR Campaign for the Construction Industry Council (Re-tender) ("the CIC")

Item No.	Tender Reference / Queries	CIC's Responses
1.	<p>Referring to Assessment Criteria 3(d) of Table 1 – Technical assessment marking scheme of Appendix E of Conditions of Tender:</p> <p><i>"Proposed topics/contents for at least THREE (3) upcoming months (total of 24 feeds/mini games/videos) to boost reach and engagement, as well as fans/followers acquisition. (10%)"</i></p> <p>Please clarify if this requires us to suggest 24 content directions only, or if we are expected to produce 24 sample feeds, including full copywriting and image design.</p>	Tenderer shall suggest content directions only.
2.	<p>Referring to Assessment Criteria 3(e) of Table 1 – Technical assessment marking scheme of Appendix E of Conditions of Tender:</p> <p><i>"Detailed online marketing campaign proposal for at least THREE (3) upcoming months with suggested budget, channel mix, and the expected results (10%)."</i></p> <p>We understand that a suggested budget is required for the online marketing campaign; however, it is stated that the "Technical Proposal" must NOT include any pricing details. In this case, please clarify whether we should express our budget recommendations while adhering to the submission requirements.</p>	The suggested budget refers to the campaign's required spending on channels and activities, which is distinct from the price stated in the fee proposal.