



11 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 Addendum No. 2

We refer to the tender document issued to you on 24 November 2025, Tender Query No. 1 on 27 November 2025, and Tender Query No. 2 on 5 December 2025 for the captioned tender. Please find enclosed herewith Tender Addendum No. 2 consisting of:

A) Information Update / Supplement

Conditions of Tender – Appendix E – Table 1 (Pages CT-31*)

Please replace the corresponding page in the tender documents by the revised page being marked with an asterisk (*).

The above amendments shall be effective immediately and Tender Addendum No. 2 shall form part of the tender document. 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

Accepted and Confirmed by
Company Name:

Eric LEE
Manager
Procurement

Name:
Position:
Company Name:
Date:

/EL

Table 1 – Technical assessment marking scheme

Assessment Criteria	Assessed Marks (%)	Maximum Marks (%)
Assessment will be based on the following criteria:-		
1. Tenderer's Track Record & Project Reference (15%) <ul style="list-style-type: none"> ➤ Tenderer company's profile, background and scope of business, expertise, company structure, and number of staff resources ➤ Information of relevant projects in the past 5 years. 		15%
2. Proposed composition and organization of project team (either teams under the Lead Agency or by sub-contractors) with qualifications, experience and capability of team members in carrying out the required Services (15%) <p>The following sub-criteria shall be considered:</p> <ul style="list-style-type: none"> (a) An organisation chart indicating the proposed project team structure and strength of the proposed project team (5%) (b) Qualification, experience, relevant projects and result attained by the Proposed Project Team (10%) 		15%
3. Project Approach and Requirements to fulfill the objectives and carry out and complete all the tasks described in the Assignment Brief and its Annexes (60%) <p>The following sub-criteria shall be considered:</p> <ul style="list-style-type: none"> (a) The overall strategies for the Campaign with online and offline publicity activities as well as the THREE (3) monthly themes that could link to the publicity activities listed in paragraph 1.7 of the Assignment Brief and how to achieve the "Media Coverage", "Reach" and "Engagement" targets and boost the number of social media followers with the publicity activities. (20%) (b) Communication plans to achieve the set targets as stipulated in Section 3.4.10 (e) and 3.5.5 (d) of the Assignment Brief (10%) (c) Detailed strategies for social media platforms including Instagram, Facebook, YouTube. (5%) (d) 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%) (e) Detailed online marketing campaign proposal for at least THREE (3) upcoming months with suggested budget, channels mix and the expected results (10%) (f) Proposed visual / animation / video style with references and the story/write-up for social media and other platforms (5%) 		60%
4. Tenderer's Performance in CIC's Past Projects (10%)		10%
Total:		100%