

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
**Bid Receiving - PWGSC / Réception des soumissions -**  
**TPSGC**  
**11 Laurier St. / 11, rue Laurier**  
**Place du Portage, Phase III**  
**Core 0A1 / Noyau 0A1**  
**Gatineau**  
**Québec**  
**K1A 0S5**  
**Bid Fax: (819) 997-9776**

**SOLICITATION AMENDMENT**  
**MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

**Comments - Commentaires**

**Vendor/Firm Name and Address**  
**Raison sociale et adresse du**  
**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> Economic Action Plan	
<b>Solicitation No. - N° de l'invitation</b> 60074-120925/A	<b>Amendment No. - N° modif.</b> 002
<b>Client Reference No. - N° de référence du client</b> 60074-12-0925	<b>Date</b> 2013-05-13
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-036-62666	
<b>File No. - N° de dossier</b> cz036.60074-120925	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-05-29</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Wright, Brandon	<b>Buyer Id - Id de l'acheteur</b> cz036
<b>Telephone No. - N° de téléphone</b> (613) 991-1475 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

---

This revision is raised to advise all Bidders of the questions and answers pertaining to the Request for Proposal.

## QUESTIONS AND ANSWERS

Q2. Are agencies able to submit previous work completed for Finance Canada as a case study?

A2. Yes

Q3. On page 41 under C.2.1 the RFP states that "The Bidder should provide two (2) examples of advertising/marketing campaigns which were completed within the past two (2) years of the bid closing date and produced by the bidder or its senior personnel," however on page 40 it states that "The Bidder must submit two (2) examples of advertising/marketing campaigns which were completed within the last three (3) years of the bid closing date." Can you please clarify?

A3. This was just a typo, both should say within 3 years of bid closing.

Q4. On page 40 it states that one of our examples must be "a national advertising campaign using at least Television and the Internet," we would like clarify what is your definition of "internet" i.e. does it include what is listed in the second example – traditional web, interactive and social media?

A4. Yes, it should include at least one of the internet elements mentioned in the second example.

Q5. On page 40 it states that one of our examples must be "a national advertising campaign that contains online elements." Does this example have to contain television?

A5. No

Q6. For section C.2.2.3. it states that the résumés are to list the "number of years in the advertising/marketing and communications field and the relevant combined formal education, accreditation and professional development." Will these two criteria be scored together or separately?

A6. 75 points for the total "Creative Direction" category of service, 30-50 of which are allotted specifically to years in the field.

Q7. The proposal asks for 2 digital samples of final creative, given the various online elements requested in the sample cases could we include more samples for each case?

A7. Perhaps a clarification issue; we are asking for an example campaign with online elements, and for that campaign, we want two electronic copies, such as CD's but not links to webpages, of those elements.

Q8. As a new agency we haven't been in business long enough to develop cases under our new banner. Since the principals here were previously part of other agencies, are we able to submit cases we worked on together at that agency?

---

A8. No. Example campaigns that are submitted under the mandatory criteria for C.1.1 Experience of the Bidder must be campaigns that were developed and executed by the bidding firm/joint venture. Campaigns developed with other firms can be used as experience for personnel proposed under C.1.2 Key Personnel.

Q9. On page 40 you ask for animated videos as a demonstration of interactive web marketing. Can you please describe what your understanding of the term 'animated video' or are you referring to interactive videos?

A9. Animated Video – see attached video <http://www.youtube.com/watch?v=T7dVpK7gCcg>

Q10. On page 7 you ask for the bidder to provide 2 electronic copies of associated creative for each case study. Can you please confirm that it's 2.

A10. Yes, this is confirmed.

Q11. On pages 25 and 45 of the RFP, partnerships are mentioned. Is Finance Canada free to enter private sector partnerships? Is this a reference to media partnerships? Is the RFP referring to partnerships with associations, colleges and universities?

A11. Yes, Finance Canada is free to enter into partnerships, however these would need to be reviewed and approved by the Project Authority.