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**Revision to a Request for Supply
Arrangement - Révision à une demande
pour un arrangement en matière
d'approvisionnement**

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

| | |
|--|--|
| Title - Sujet RFSA National Advertising | |
| Solicitation No. - N° de l'invitation EP361-130020/A | Date 2013-04-25 |
| Client Reference No. - N° de référence du client EP361-13-0020 | Amendment No. - N° modif. 003 |
| File No. - N° de dossier cz003.EP361-130020 | CCC No./N° CCC - FMS No./N° VME |
| GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-62524 | |
| Date of Original Request for Supply Arrangement 2013-04-02 Date de demande pour un arrangement en matière d'app. originale | |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-05-09 | |
| Address Enquiries to: - Adresser toutes questions à: Sigouin, Myriam | Buyer Id - Id de l'acheteur cz003 |
| Telephone No. - N° de téléphone (613) 990-6696 () | FAX No. - N° de FAX (613) 949-1281 |
| Delivery Required - Livraison exigée | |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: | |
| Security - Sécurité This revision does not change the security requirements of the solicitation. Cette révision ne change pas les besoins en matière de sécurité de l'invitation. | |

Instructions: See Herein

Instructions: Voir aux présentes

| | | |
|--|--------------------------|--------------------------|
| Acknowledgement copy required | Yes - Oui | No - Non |
| Accusé de réception requis | <input type="checkbox"/> | <input type="checkbox"/> |
| The Offeror hereby acknowledges this revision to its Offer. Le proposant constate, par la présente, cette révision à son offre. | | |
| Signature | Date | |
| Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie) | | |
| For the Minister - Pour le Ministre | | |

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This revision is raised to revised the answer of questions 26 issued in amendment 002, to advise all Suppliers of the questions and answers pertaining to the Request for Supply Arrangement and to amend the Request for Supply Arrangement.

QUESTIONS AND ANSWERS

Question 26:

Proponents have not been able to receive results from campaigns completed for government departments and agencies as they were able to three years ago. However in many of the Government RFPs, results are asked for and evaluated. Do you have any advice for proponents who wish to submit government campaigns as examples of their experience?

Response 26:

All advertising campaigns with a media buy valued at \$1 Million or more are evaluated using the Government of Canada's Advertising Common Evaluation Tool. The results are presented in the form of tabulated data found in the appendix of the summary methodology reports. These reports can be accessed through the Library and Archive Canada Website located at: <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/index.html>. The reports are sorted by department, then by the year they were submitted.

In addition, proponents are free to contact Government of Canada clients for which they have produced advertising campaigns to receive any information available on campaign metrics. Bidders are also encouraged to provide any information received through post-campaign results from other sources (i.e. post-buy analyses provided by the Government of Canada's Agency of Record).

Question 36:

Does the RFSA entail any financial criteria? Are the financial criteria same for RFSA as laid out in RFSO and Public Notices?

Response 36:

There is no financial information (hourly rates) requested for the RFSA. There is no financial evaluation criteria.

Question 37:

Does the financial proposal need to be sent along with technical proposal or separately?

Response 37:

For the two RFSO's, the financial proposal, the technical proposal and certifications must be submitted in separately bound sections. See Part 3 - Arrangement/Offer Preparation Instructions

Question 38:

Regarding 2.7 in each RFP, "Note to Contractor - Exclusivity Provision," it refers to the AOR contractor and I believe contract number, which is not part of this RFP. It seems a bit redundant. What exactly do we need to do with this certification include it or ignore?

Response 38:

By submitting an offer, your firm certifies that there is no legal relation with the Agency of Record, Cossette Communications Ltd., as described in Part 5 Certifications, 2.7 Note to Contractor - Exclusivity Provision.

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Question 39:

With regards to the Key Personnel section C.1 of the RFP, it is asked that we include the number of years experience in the advertising/marketing communications field and the number of years of experience in the proposed category of service. Does this include a listing of past employment with positions during these time periods as evidence, or just a statement to that order?

Response 39:

For each proposed resource, Offerors/Suppliers should provide a listing of past employment experience with positions during these time periods.

Question 40:

In Annex C - Technical and Financial Evaluation, Experience of the Offeror - Requirement 2: Details on the firm's Business volume by media, is the Total Revenue requested based on the calendar year (January - December), the agency fiscal year, or the government fiscal year?

Response 40:

Revenues should be reported based on the Offerors/Suppliers fiscal year.

Question 41:

We are unclear about what you are looking for in the the Account Management Position as the role you describe for the account manager is not consistent with the ICA description of the role of the Account Services Director.

RFP Page 24, 4.1.1 Account Management: describes the services to be filled

RFP Page 34, C.1.2 Key Personnel: requires Account Management position to be filled by someone with 3 years experience as an Account Director or Senior Account Director

RFP Amendment 1 Q4: You state that the position titles were determined subsequent to consultations with the ICA and AAPQ and this is the basis for requesting an AD or Sr AD.

Response 41:

As indicated in Question 4, the titles of the positions included in this RFP were determined following consultations with the Institute of Communications Agencies (ICA) in conjunction with the Association des agences de publicité du Québec (AAPQ) and are based on those used by these associations for salary surveys.

The position described under Annex "C" Technical Evaluation, outline position titles, as per above, and also indicate "or equivalent". Bidders are free to offer another position title, provided the functions of that position match all the requirements for each key personnel.

Question 42:

In Annex C - C.1.1 and C.2.2, respectively, is it acceptable to submit the same three case studies and identical C.V.'s for Key Personnel being submitted to both solicitations, in the bids for the RFSO and the RFS National Advertising?

Response 42:

Yes, Offerors/Suppliers may submit the same three case studies and C.V's for both solicitations. Each solicitation is separate and the projects and CV's will be evaluated in accordance with the specific evaluation criteria for each solicitation.

AMENDMENT TO THE REQUEST FOR SUPPLY ARRANGEMENT

At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier- Requirement 3

Delete:

The Supplier should provide a list of the media industry research tools (e.g., Print Measurement Bureau, Nad Bank, Nielsen Media Advisor, Comscore, etc.) and proprietary research tools to which it has access to develop media strategies and plans.

Insert:

The Supplier should provide a list of the media industry research tools (e.g., Print Measurement Bureau, Nad Bank, Nielsen Media Advisor, Comscore, etc.) and proprietary research tools to which it has access to develop media strategies and plans.

| Type of media | Tool Used by ad agency | Purpose |
|---------------|------------------------|---------|
| Print | | |
| Digital | | |
| Broadcast | | |
| Out-of-home | | |
| Other | | |

At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier- Rated Criteria

Delete:**C.2.1.2 Strategic Thinking (Media)– 120 Points total (20 points based on Media Research Tools from REQUIREMENT 3)**

The Supplier:

- developed a comprehensive approach to recommending specific communications vehicles and in at least one case, the use of partnership(s) to meet the objective(s);
- recommendations were supported by evidence and focused on results; and
- the execution was true to the strategy.

Insert:**C.2.1.2 Strategic Thinking (Media) - 120 Points total (For the Media Research Tools from REQUIREMENT 3, each type of media would be assigned 5 points for a total of 20 points.)**

The Supplier:

- developed a comprehensive approach to recommending specific communications vehicles and in at least one case, the use of partnership(s) to meet the objective(s);
- recommendations were supported by evidence and focused on results; and
- the execution was true to the strategy.

At Annex C - Technical and Financial Evaluation, under C.2.2 Key Personnel - Rated Criteria

Delete:**C.2.2.1 Account Management - 100 Points**

- Number of years in the advertising/marketing communications field: 3-5 years; 6-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

C.2.2.2 Media Strategy & Direction - 100 Points

- Number of years in the advertising/marketing communications field: 5-6 years; 7-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three sample (3) projects in their C.V.;
- experience planning national* campaigns to reach English and French audiences.

*National campaign is defined as a campaign delivered in at least four regions of Canada. One of these four regions must be Quebec. The regions are: British Columbia; Prairies (Alberta, Saskatchewan, and Manitoba); Ontario; Quebec; Atlantic (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador); and the Territories (Yukon, North West Territories, Nunavut).

C.2.2.3 Creative Direction - 100 Points

- Number of years in the advertising/marketing communications field: 5-6 years; 7-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

Insert:**C.2.2.1 Account Management - 100 Points (12 points allocated to number of year of experience)**

- Number of years in the advertising/marketing communications field: 3-5 years (8 points); 6-9 years (10 points); 10+ years (12 points);
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

C.2.2.2 Media Strategy & Direction - 100 Points (12 points allocated to number of year of experience)

- Number of years in the advertising/marketing communications field: 5-6 years (8 points); 7-9 years (10 points); 10+ years (12 points);
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three sample (3) projects in their C.V.;
- experience planning national* campaigns to reach English and French audiences.

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- Number of years in the advertising/marketing communications field: 5-6 years (8 points); 7-9 years (10 points); 10+ years(12 points);
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR SUPPLY ARRANGEMENT REMAIN UNCHANGED

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. EP361-130020/A to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core A1, 11 Laurier St., Gatineau, Quebec, K1A 1C9.