

**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

**Revision to a Request for a Standing Offer**  
**Révision à une demande d'offre à commandes**  
Departmental Individual Standing Offer (DISO)  
Offre à commandes individuelle du département(OCID)

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

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'offre 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> RFSO National Advertising	
<b>Solicitation No. - N° de l'invitation</b> EP361-130010/A	<b>Date</b> 2013-04-19
<b>Client Reference No. - N° de référence du client</b> EP361-13-0010	<b>Amendment No. - N° modif.</b> 002
<b>File No. - N° de dossier</b> cz003.EP361-130010	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-62523	
<b>Date of Original Request for Standing Offer</b> Date de la demande de l'offre à commandes originale	
2013-04-02	
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-05-09</b>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Sigouin, Myriam	<b>Buyer Id - Id de l'acheteur</b> cz003
<b>Telephone No. - N° de téléphone</b> (613) 990-6696 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Delivery Required - Livraison exigée</b>	
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	
<b>Security - Sécurité</b> This revision does not change the security requirements of the Offer. Cette révision ne change pas les besoins en matière de sécurité de la présente offre.	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Acknowledgement copy required</b>	<b>Yes - Oui</b>	<b>No - Non</b>
<b>Accusé de réception requis</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
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)		
<b>For the Minister - Pour le Ministre</b>		

Solicitation No. - N° de l'invitation

EP361-130010/A

Client Ref. No. - N° de réf. du client

EP361-13-0010

Amd. No. - N° de la modif.

002

File No. - N° du dossier

cz003EP361-130010

Buyer ID - Id de l'acheteur

cz003

CCC No./N° CCC - FMS No/ N° VME

---

This revision is raised to advise all Offerors of the questions and answers pertaining to the Request for Standing Offers.

## **QUESTIONS AND ANSWERS**

Questions and answers that applies to the three request (RFSO national, RFSA and RFSO public notices) will be included in the three documents.

### **Question 19**

Can you clarify the address of the drop off point for submissions of the proposals? On page 1 it states 350 Albert; however within the RFP it states the PWGSC Bid Receiving Unit.

### **Response 19**

The address is on page 1 of all requests, top left corner.  
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

### **Question 20**

For the RFSO – National Advertising, the RFSA – National Advertising and the RFSO-Public Notices, if only two resources are submitted for each category in section C.1.2. Key Personnel, can other resources be used for any call-ups received under the Standing Offer or Supply Arrangement?

### **Response 20**

For the two RFSO's, the names of individuals proposed and accepted for key categories of service will appear in the resulting standing offers and must be used for resulting call-ups. During the period of the standing offer, named individuals may be replaced or added to a category of service up to a maximum of three per category at any one time. Proposed resources must be submitted to PWGSC and they will be evaluated against the respective evaluation criteria in 2.2 Key Personnel. Individuals can be added if they meet the minimum required score.

For the RFSA, no individual names will appear in the resulting Supply Arrangement. Names of resources will be requested in subsequent solicitations. Names of proposed individuals at that time, will be evaluated against specific evaluation criteria. Resources do not need to be the same individuals proposed at the RFSA stage.

### **Question 21**

In the RFSA and the two RFSO's, it is asked that proponents provide either one or two out of a possible three key personnel for each category. Are there additional points available if proponents provide more than the minimum number of people per category?

### **Response 21**

No. An average score of all resources proposed per category will be calculated and used for evaluation purposes.

### **Question 22**

The RFPs do not contain a detailed scoring grid. Is it possible to obtain one?

**Response 22**

The evaluation criteria for each solicitation are detailed in Annex C. The only scoring grid available is the one detailed in C.2, Point-Rated Technical Criteria.

**Question 23**

For section C.2.1 – Experience of the Supplier/Offeror Requirements and Rated Criteria – how strict is the word count?

**Response 23**

The word count limits are a requirement that bidders' should follow.

**Question 24**

For section C.2.1 – Experience of the Supplier/Offeror Requirements and Rated Criteria, since most Federal campaigns are national in scope, we assume that the case studies put forward should also be national. Is this the case?

**Response**

No. Under C.2.1, there is no requirement for campaigns to be national in scope. Experience planning national campaigns to reach English and French audiences is requested only for the resources submitted for Media Strategy and Direction (for the RFSA and RFSO national) and Media Planning and Coordination (for the RFSO for public notices).

**Question 25**

Are the three samples asked for in each CV to reference the case studies submitted or can they be different?

**Response 25**

The three samples submitted with each CV may be different than those submitted in the response to the criteria for Experience of the Supplier/Offeror.

**Question 26**

Offerors/Suppliers 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**

Offerors/Suppliers are free to contact Government of Canada clients for which they have produced advertising campaigns to receive any information available on campaign metrics. Offerors/Suppliers 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 27**

In Annex C, section C.2.2 KEY PERSONNEL - Can one person manage different categories (i.e. Account Management, Media Strategy, and Creative Direction) or should it be exclusive?

**Response 27**

Yes. One person can manage different categories; however, this person must meet all requirements outlined for each separate category.

**Question 28**

Solicitation No. - N° de l'invitation

EP361-130010/A

Client Ref. No. - N° de réf. du client

EP361-13-0010

Amd. No. - N° de la modif.

002

File No. - N° du dossier

cz003EP361-130010

Buyer ID - Id de l'acheteur

cz003

CCC No./N° CCC - FMS No/ N° VME

---

In Annex C, section C.2.2 KEY PERSONNEL – Do we need to submit a person for each range of number of years experience in the advertising/marketing communications field (e.g. 5-6 years; 7-9 years; 10+)?

**Response 28**

No. Each proposed resource will be evaluated in accordance with the criteria. Offerors/Suppliers will get a higher score if resources submitted have more years experience. An amendment will follow.

**Question 29**

Can the tools be valid for 5 to 10 years instead of a possibility of 4?

**Response**

No. The term of the Supply Arrangement and Standing Offers will remain at 2 years, plus two 1-year options.

**Question 30**

Are the production costs included in the call-up limit of \$200,000 (for RFSO) and \$100,000 (for RFSO for public notice)?

**Response 30**

Yes. These costs are for planning and production services only (exclusive of media costs).

**Question 31**

Will you provide the usage of each category of service for evaluation purposes?

**Response 31**

No. There are no usage figures for categories of service used in the evaluation

**Question 32**

You will be publishing a Request for Standing Offer for Digital services. How will this request impact the Request for Standing Offers and Supply Arrangement that are presently on Merx?

**Response 32**

The Request for standing offer for digital-only advertising services is a separate requirement and has no impact on the solicitations currently posted on MERX. The current RFSOs could include a requirement for digital advertising but must include other types of media.

**Question 33**

You were talking about the Stage 2 of the Supply Arrangement; can you please elaborate on the three options?

**Response 33**

Subsequent solicitations using the supply arrangement will have their own specific evaluation criteria. The evaluation criteria used will depend on the complexity and nature of the requirement. Evaluations could include one of the following scenarios: 1) best technical proposal within a stated budget; 2) lowest firm price of technically compliant bids; or 3) other basis of selection which involves different weightings for technical and financial evaluations.

**Question 34**

For the RFSO – National Advertising, RFSA – National Advertising and RFSO – Public Notice, in the Annex C - section C.2.1 Experience of the Supplier/Offeror are the points per case study or will the cases be marked collectively?

Solicitation No. - N° de l'invitation

EP361-130010/A

Amd. No. - N° de la modif.

002

Buyer ID - Id de l'acheteur

cz003

Client Ref. No. - N° de réf. du client

EP361-13-0010

File No. - N° du dossier

cz003EP361-130010

CCC No./N° CCC - FMS No/ N° VME

---

### **Response 34**

For criteria C.2.1.1, C.2.1.2 and C.2.1.3, the technical score will be calculated by taking an average score obtained for each example. For criteria C.2.1.4, C.2.1.5 and C.2.1.6 the technical score will be evaluated using the information provided in the three examples collectively.

### **Question 35**

In Annex C, should we provide C.V.s only for the proposed personnel who will fulfill the roles included in the key category of services requested under C.2.2 Key Personnel, or do we also need to identify personnel, including C.V.s who could be providing the other services as listed in detail in the Annex A Statement of Work – 4. Services Required?

### **Response 35**

Only C.V.s for the resources requested in Annex C, C.1.2., C.2.2 Key Personnel must be submitted.

## **ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR STANDING OFFERS REMAIN UNCHANGED**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. EP361-130010/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.