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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

Title - Sujet CRA Advertising Campaign	
Solicitation No. - N° de l'invitation 46558-137224/A	Amendment No. - N° modif. 003
Client Reference No. - N° de référence du client 2012-000086	Date 2012-06-08
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-60563	
File No. - N° de dossier cz002.46558-137224	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2012-06-28	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Ivany, Chris	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 993-0048 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

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

This reason for this amendment is to advise all potential bidders of the questions and answers pertaining to this Request for Proposals.

For Questions 1 & 2:

Technical Requirement C.1.2.1 'Experience' requires a case study that includes a partnership component. The case that we believe best demonstrates our experience as it relates to the CRA advertising needs includes the development of but not execution of a partnership (the latter was cancelled partway through our mandate). We have however executed partnerships for other mandates, but as these mandate do not fulfill the other requirements, namely TV plus 2 of either print, radio social media/digital, out-of-home, they cannot be presented. Our questions are:

Question 1:

If the case we present explains the strategy and development of a partnership but does not include the execution of such, will our bid be considered as failing to meet the requirements?

Response 1:

As part of your advertising campaign example, you may present a case study that includes a partnership component that was developed but not executed. However, because the partnership activities were not delivered, you will not be able to demonstrate how these activities contributed to the achievement of the campaign. Therefore you will lose points when your submission is evaluated under Section C1.2.1, Results (i.e., how the media and rationale, the creative, as well as the partnership activities contributed to the achievement of the campaign objectives).

Question 2:

Can we include, as an addendum to our case, our experience of partnerships for other mandates, in order to fulfill the requirement of demonstrating experience in executing partnerships?

Response 2:

You cannot include an addendum with your experience of partnerships for other mandates. The only partnership activities you can include must be part of the same advertising campaign example you submit in response to this RFP.

Question 3:

In section C.1.1.1 Experience of the Firm, you ask for one national campaign produced in the past three years that must include television and a partnership component, and at least two of the following components: print, radio, social media / digital and out-of-home. That's clear. However the pace of change in the digital / social media space in particular is moving at tremendous speed. That which was current 3 years ago may seem to be a price of entry capability today. For instance the Government of Canada has only fairly recently (the past year or two) placed a greater emphasis on social media / digital. In order to get the best measure of an agency's capabilities, especially within the digital space there should be more flexibility than is allowed for in the RFP. While the 3 year time frame is fine, we believe that being able to provide two campaigns, or elements from two campaigns would provide you with a better picture of capabilities in dealing with all media channels and therefore assist you in your evaluation.

Can the RFP be expanded to allow for two national campaigns or parts of two campaigns under C.1.1.1 to be submitted?

Response 3:

Solicitation No. - N° de l'invitation

46558-137224/A

Amd. No. - N° de la modif.

003

Buyer ID - Id de l'acheteur

cz002

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

2012-000086

File No. - N° du dossier

cz00246558-137224

CCC No./N° CCC - FMS No/ N° VME

We agree that the social media/digital landscape has changed considerably and rapidly over the past three years. Therefore, in the case of social media/digital, you can present an example that is separate from the advertising campaign example you submit. This exception applies only to the social media/digital component. The social media/digital component you present must still have been part of a national advertising campaign that you produced and executed. There is no need to describe the entire advertising campaign in this case, but provide a brief description of the campaign and provide the context for the social media/digital component you are submitting. All other components requested under C.1.1.1 must be part of the one advertising campaign example that you submit.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN
UNCHANGED.**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. 46558-137224/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.