

**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> CRA Advertising Planning/Production	
<b>Solicitation No. - N° de l'invitation</b> 46558-144382/A	<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> 46558-14-4382	<b>Date</b> 2013-05-15
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-032-62676	
<b>File No. - N° de dossier</b> cz032.46558-144382	<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 2013-06-05</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 checked="" type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Gervais, Karine	<b>Buyer Id - Id de l'acheteur</b> cz032
<b>Telephone No. - N° de téléphone</b> (613) 998-7752 ( )	<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>

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**This modification is raised to answer questions from bidders pertaining to this Request for Proposal (RFP).**

**Question 1 :**

Section C.2.1- Experience of the bidder- Requirement 1 is requesting 3 examples of advertising campaigns, one of which must include a partnership program as part of the campaign. Can we use the same client for 2 separate examples but showcase a different campaign for each? For example, we would use the same client in example 1 in the adoption of financial services and example 2 as an example of a partnership program campaign.

**Answer 1 :**

The same client can be used for two separate examples if the two examples are different campaigns. The example used for partnerships, however, must describe a partnership program that complemented an advertising campaign (that is, not a partnership program on its own).

**Question 2 :**

Under 10.7 this Statement of Work state: *"The Contractor must be able to work in both official languages for the purposes of discussing, planning, organizing, producing and implementing campaigns, partnership/marketing activities, creative and media plans with CRA personnel, partners, media suppliers, and the AOR."*

Please clarify expectations. For example, do you require bilingual staff and if so, what % of staff needs to be bilingual? What category of services need to have bilingual staff?

**Answer 2 :**

Bilingual staff is not required. What is required is at least one person who can converse fluently in both English and French for the purpose discussing, planning, organizing, producing and implementing campaigns, partnership/marketing activities, creative and media plans with CRA personnel, partners, media suppliers, and the AOR.

**ALL OTHER CLAUSES AND CONDITIONS OF THIS REQUEST FOR PROPOSAL REMAIN  
UNCHANGED**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. 46558-144382/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.