

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 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 2013-04-19
Client Reference No. - N° de référence du client EP361-13-0020	Amendment No. - N° modif. 002
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	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
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 Accusé de réception requis	Yes - Oui <input type="checkbox"/>	No - Non <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		

This revision is raised to advise all Suppliers of the questions and answers pertaining to the Request for Supply Arrangement.

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 RFSA national) and Media Planning and Coordination (for the RFSA 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

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?

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 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.