

**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 Public Notices	
<b>Solicitation No. - N° de l'invitation</b> EP361-130040/A	<b>Date</b> 2013-04-16
<b>Client Reference No. - N° de référence du client</b> EP361-13-0040	<b>Amendment No. - N° modif.</b> 001
<b>File No. - N° de dossier</b> cz003.EP361-130040	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$SCZ-002-62532	
<b>Date of Original Request for Standing Offer</b> Date de la demande de l'offre à commandes originale 2013-04-03	
<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>		

This revision is raised to provide a summary of the Offerors' Conference held on April 11, 2013, to advise all Offerors of the questions and answers pertaining to the Request for Standing Offers and to amend the Request for Standing Offers.

## MINUTES OF THE OFFERORS' CONFERENCE

Date: April 11, 2013

Time: 1:00 pm for the English Conference

3:00 pm for the French Conference

### Agenda for the meeting

1. Introduction of PWGSC resources and roles
2. Objective
  - Renewal of Standing Offer and Supply Arrangement
  - Current Instruments expire May 31, 2013
3. Overview of the Requirement
  - Government of Canada Advertising Process. The Advertising Process and more information can be found on <http://www.tpsgc-pwgsc.gc.ca/pub-adv/rapports-reports/2011-2012/tdm-toc-eng.html>
4. Series of the separate solicitations
  - RFSO National Advertising
  - RFSA National Advertising
  - RFSO Public Notices
  - RFSO Aboriginal Set-Aside (Not yet published)
  - RFSO Digital-Only (Not yet published)
5. Overview of the Request for Standing Offers and Supply Arrangements
  - Summary of the different parts and annexes of the document
6. Question period

### 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 1

If any agency intends to respond to both Request for Proposals (RFP), can they consolidate their response for both RFPs into one set of documents, or do you want separate documents submitted for each RFP?

#### Response 1

Separate documents must be submitted for each solicitation (RFP).

#### Question 2

In 5e of Part 6, you ask for a copy of the monthly progress report to be submitted with invoices. Status reports are reviewed by the Project Authority generally on a weekly basis. Are you possibly referring to a BCR versus a status report?

#### Response 2

Resulting contract clause, 5. Invoicing Instructions, (e), will be amended to read, if applicable.

**Question 3**

In the Basis of Payment you indicate that the category of Strategic Planning and Development is part of the blended hourly rate. I'm surprised that this important function is not it's own stand alone category, like account management, creative and media direction. Given the importance of this function I would have thought you would ask for a separate hourly rate and possibly a resumé.

**Response 3**

The Government of Canada has chosen to evaluate only three (3) key positions. All other capabilities, including strategic planning will be evaluated as part of the experience of the firm.

**Question 4**

In C.1.2 of Annex C, you state that the minimum experience is three years as an account director, senior account director or equivalent for account management. You have left out account supervisors as a title or does this fall into the definition of "equivalent"? Secondly, you ask for a minimum of three years, can you clarify whether this means three years in account management or three years occupying a certain position within account management such account supervisor?

**Response 4**

The position titles in this solicitation were determined subsequent to consultations with the Institute of Communications Agencies (ICA) and the Association des agences de publicité du Québec (AAPQ). They are based on the positions used by these associations for salary surveys. Accordingly, the position of account supervisor relates more to general supervision of account group personnel and provides day-to-day support to clients that, for the purposes of this solicitation, is not equivalent to the positions of either Account Director or Senior Account Director.

In response to the second part of the question – proponents must have three years experience in the position for which they are being proposed.

**Question 5**

On page 39, you ask for three campaigns to be submitted that were completed within the past three years from the bid closing date. That means examples prior to May 2011 are not eligible. This is a rather short time frame. PWGSC will receive a more robust set of campaign examples if the time frame is extended to four or five years. It will also give smaller agencies a more level playing field to submit. Can the eligible time be increased?

**Response 5**

Campaigns completed within the past three years means projects completed within the period of May 2010 and the bid closing date of May 2013 would be acceptable. The time frame for examples submitted will not be extended.

**Question 6**

At Annex C in Experience of the Offeror – Requirement 1 on page 39, you do not stipulate that the case studies submitted need to have been executed in both English and French. I presume English / French examples are a forgone conclusion. Please confirm.

**Response 6**

Case studies can include projects conducted in either official language; i.e. English or French; or English and French.

**Question 7**

At Annex C in Experience of the Firm – Requirement 2, you ask for a breakdown of the firm's business % volume of gross media. Since many campaigns are planned and then executed by a media AOR (as is the case for GC) are we to interpret this as a % breakdown of planned or actual bought media?

**Response 7**

Information requested from bidders for Requirement 2 has changed. Since revenues are net of media costs, bidders will now be required to submit total estimated revenues for each of the media listed. See amendment herein.

**Question 8**

At Annex C in your Template Example on page 41, you ask in section 1 for an indication of campaign budget range. Do these budget ranges include media plus production and agency fees, or just production and agency fees?

**Response 8**

Budget ranges provided should reflect the entire campaign budget; i.e. production, planning and media and agency fees.

**Question 9**

At Annex C in C.2.2 Key Personnel – Requirement , you ask for a minimum of one and a maximum of three C.V.s for the three key categories of Account management, media strategy and creative direction that meet the minimum requirement. Can you elaborate on the intent for three C.V.s for each category because it seems onerous and will put smaller agencies at a disadvantage if optimal scoring will only be achieved if three resumes are submitted.

**Response 9**

A minimum of one C.V. up to a maximum of three for the RFSOs and a minimum of two C.V.s up to a maximum of three for the RFSA are requested. Each C.V. will be evaluated separately and an average score will be calculated.

**Question 10**

At Annex C in outlining the information you seek in the resumes on page 42, you ask for "number of years experience in the advertising/marketing field". Is the definition of this experience limited to within an advertising / marketing company or does it also include advertising / marketing experience from the client side. For example, if someone is hired from outside by an agency, let's say from the TD Bank's marketing group, would the years of experience they acquired in this position at TD be considered "years of experience for purposes of the C.V.s you request?"

**Response 10**

C.V.s can include all relevant experience in the marketing/advertising field – regardless of source (i.e. agency, client-side, etc.)

**Question 11**

At Annex C in Management Approach – "What we are looking for" – on page 43, you indicate you want a demonstration that the Offeror can manage "competing priorities". Can you clarify what you mean by that and the kind information you seek.

**Response 11**

For the purposes of this solicitation, "competing priorities" means how the Offeror handles, for example, multiple projects due at the same time – which draw upon the same limited resources.

**Question 12**

You did not include samples of the actual scoring sheets you will be using. Are these going to be shared with agencies?

**Response 12**

No. The solicitation includes all the information on what will be evaluated for each criterion.

**Question 13**

I think you will want to spend time explaining the high / low weighted models you are using – this will be new to everyone. Pages 45 to 47.

**Response 13**

If any Offeror's average hourly rate per category is more that 50% below or 100% above the overall average of a category of service, its offer will be considered non-responsive.

**Question 14**

One of our *completed\** campaigns includes a partnership component for which the strategy, tactics and budgets were presented, revised, and approved. However, it was then cancelled during the course of the campaign. Please confirm that this example can constitute as the minimum required one (1) example "*of partnership undertaken to extend the reach or impact of the campaign.*"

Reference – Page 35

**EXPERIENCE OF THE SUPPLIER – REQUIREMENT 1:****Response 14**

All examples submitted must have been executed and completed in the timeframe prescribed. Any elements that were suspended or cancelled will not be considered.

**Question 15**

Can we get clarification as to what is meant by "five (5) electronic copies of associated creative samples.?"

More specifically, what constitutes a *sample*?

1. Are English and French versions of the same message considered as one or two samples?
2. For TV or radio, are :15, :30 and :60s considered as different samples?
3. For the Web, are Wallpapers and Web banners considered as different samples?

Reference – Page 38

**C.1.1 EXPERIENCE OF THE SUPPLIER**

**Response 15**

1. Are English and French versions of the same message considered as one or two samples? A sample of each final creative developed for each media is considered as a sample. In other words, English creative would constitute one sample and French creative of the same message would constitute a separate sample.

2. *For TV or radio, are :15, :30 and :60s considered as different samples?*

Yes. Each different execution constitutes a different sample.

3. *For the Web, are Wallpapers and Web banners considered as different samples?*

Yes. Each different execution constitutes a different sample.

**Question 16**

Please confirm that *samples* in this case are actually copies? You require 5 digital *copies* of all related campaign creative materials.

Reference – Page 38

**SECTION VII: CREATIVE SAMPLES****Response 16**

Yes. All five (5) copies of all creative samples developed for a specific campaign should be submitted.

**Question 17**

Can a campaign be provided as an example if it was not produced by the bidding Supplier but rather by senior personnel at his/her previous agency?

Reference – Page 35

**EXPERIENCE OF THE SUPPLIER – REQUIREMENT 1:****Response 17**

Yes. The supplier can include an example of an advertising/marketing campaign produced by its senior personnel prior to his/her employment with the bidding agency. The bidder must attribute the campaign to the originating agency, name the senior person(s) currently employed with the bidding firm who worked on it, and clearly and succinctly describe the role and key contribution that this person(s) made to the successful outcome of the project. This information should be included in Section I – Background Information.

**Question 18**

At Annex C, if we provide 2 C.V.s, are we penalized?

Reference – Page 38

**KEY PERSONNEL – REQUIREMENT 1:****Response 18**

Suppliers should provide a minimum of one C.V (for the RFSOs) and a minimum of two (2) C.V.s (for the RFSA). Additional C.V. up to a maximum of three C.V.s can be added at the discretion of the bidder. Each C.V. will be evaluated separately and an average score will be calculated.

**AMENDMENT TO THE REQUEST FOR STANDING OFFERS**

1. At Part 6 - Standing Offer and Resulting Contract Clauses, B. Resulting Contract Clauses, section 5. Invoicing Instructions

**Delete:** a copy of the monthly progress report.

**Insert:** a copy of the monthly progress report, if applicable.

2. At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Offeror, Experience of the Offeror - Requirement 2.

**Delete:**

The Offeror should provide the following details on their firm's business volume by media:

	Current Year	Previous Year	Previous 2 Years
Estimated % of gross billings allocated to the following media: – Print – Radio – Digital (search, display, etc.)			

**Replace by:**

The Offeror should provide the following details on their firm's business volume by media:

	Current Year	Previous Year	Previous 2 Years
Total revenue (i.e. net of media costs) for each of the following media: – Print – Radio – Digital (search, display, etc.)			

**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. EP361-130040/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.