



**Procurement and Contracting Services**  
257 Slater Street  
Ottawa, Ontario K1A 0M6

## REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

<b>RFP Amendment No.</b> 3	<b>RFP Amendment Date:</b> August 1, 2013
<b>Office of the Chief Electoral Officer File No.</b> ECST-RFP-13-0058	
<b>Title:</b> Strategic Planning, Creative Development and Multimedia Production Services	
<b>Request for Proposal Closing Date:</b> August 20 <sup>th</sup> , 2013	
<b>ENQUIRIES – address enquiries to the Contracting Authority:</b>  <b>Office of the Chief Electoral Officer of Canada</b> Procurement and Contracting Services 257 Slater Street Ottawa, Ontario K1A 0M6  <a href="mailto:proposal-proposition@elections.ca">proposal-proposition@elections.ca</a>	
<b>Attention:</b> Stéphanie Thomas	<b>Tel No.</b> (613) 998-9589  <b>Fax No.</b> (613) 991-1926

## **Part 1. Interpretation**

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Strategic Planning, Creative Development and Multimedia Production Services bearing number ECST-RFP-13-0058 and dated July 9<sup>th</sup>, 2013 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

## **Part 2. Questions and Answers**

The following questions have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

**2.1 Question No. 15**

Can bidders use the same case study in multiple areas? i.e. if a bidder has a case study that will work for both R1 and R3, can that case be submitted for both of those sections?

**Answer No. 15**

Yes.

**2.2 Question No. 16**

Can you please clarify what is meant by target audiences? i.e. if a bidder submits a case study that has been targeted to different ethno cultural groups, would each ethno cultural group be considered a separate target audience?

**Answer No. 16**

A target audience is a particular group of people, identified as the intended recipient of an advertisement or message. Targeting one or several ethnocultural groups would be considered one target audience.

**2.3 Question No. 17**

In section R8.1 it states that “the bidder should describe up to three advertising campaigns to demonstrate the proposed resource’s experience as an account manager for a major advertising account,” will the proponent be penalized if less than three case studies are submitted or are the scores for the three case studies being averaged?

**Answer No. 17**

All of the experience may be demonstrated through up to 3 campaigns. It is the experience

that is being evaluated not the number of campaigns. All of the requirements could be demonstrated through one campaign.

**2.4 Question No. 18**

Can you please clarify what is meant by corporate executive for the stand-up pitch? Is this considered a senior executive different from the resource submitted for the Account Management Team?

**Answer No. 18**

A corporate executive is an individual with a corporate profile within an organization such a President, CEO, Vice-President, etc. who has the authority to make commitments on behalf of the organization. If such a person is also a resource proposed as a member of the Management Team then that individual could also do the Part 1 and 2 presentations.