

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

Title - Sujet Digital Advertising Agency	
Solicitation No. - N° de l'invitation EP361-140512/A	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client EP361-14-0512	Date 2013-08-12
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-036-63092	
File No. - N° de dossier cz036.EP361-140512	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-08-14	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: Wright, Brandon	Buyer Id - Id de l'acheteur cz036
Telephone No. - N° de téléphone (613) 991-1475 ()	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 revision is raised to advise all Bidders of the questions and answers pertaining to the Request for Proposal and to amend the Request for Proposal.

QUESTIONS AND ANSWERS

Q1. In Section III the RFP states that bidders “are to describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client’s objectives. This should include: a summary of the key data, information and/or insights (including specific media research tools, see C.2.1.1.2 Requirement 2).” However, there does not seem to be a section C.2.1.1.2 in the RFP. Can you please clarify how you would like to see the media research tool information presented?

A1. The reference to "C.2.1.1.2 Requirement 2" was made in error, and is corrected as part of this amendment.

AMENDMENT TO THE REQUEST FOR PROPOSAL

Under **Annex “C” - Evaluation Criteria**, article **C.2.1.3 Template**;

DELETE

SECTION III: STRATEGIC THINKING (700 words maximum)

Describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client's objectives. This should include: a summary of the key data, information and/or insights that anchored your strategic recommendations and why (including specific media research tools used, see C.2.1.1.2 Requirement 2); a description of the creative idea; the central message; the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s); and a summary of the media strategy and why it would meet the objectives.

INSERT

SECTION III: STRATEGIC THINKING (700 words maximum)

Describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client's objectives. This should include: a summary of the key data, information and/or insights that anchored your strategic recommendations and why (including specific media research tools used); a description of the creative idea; the central message; the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s); and a summary of the media strategy and why it would meet the objectives.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED