

QUESTIONS AND ANSWERS

REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000152168

PROJECT TITLE: Break it Off / Je te laisse Tobacco Cessation Marketing Awareness Campaign – Experiential Marketing Events Program

Question 3:

Regarding the Request for Proposal, in Section 12.0 Mandatory Requirements, Subsection 12.2, criteria 1: The Bidder has developed, executed and managed at least two (2) national experiential marketing events programs. When it mentions the Bidder, is it mandatory that the Agency has completed this type of criteria, or can it be members of its permanent staff, in order for the Agency to qualify?

Answer 3:

As per Section 12.2 (Mandatory Requirements), in order to qualify it is required that the Bidder (i.e. Agency) meets the mandatory requirements (has developed, executed and managed at least two (2) national experiential marketing events programs).

Question 4:

We reviewed with interest the “Break it Off” request for proposal, and are wondering if you can answer the following question for us, as we would like some clarification regarding section 2.1.1.

On page 8 of the RFP, section 2.1.1., vi, it reads (in part) that the contractor will be required to:

- ii. Develop an alternative participation program for those who are unable to attend the in-person events.
- vi. Develop a complementary program, contest and/or other innovative content integration that uses multiple communication channels to reach young adult smokers aged 20-24, that is linked to the events, to build and sustain the awareness of the Break it Off campaign.

We see this part of the ask as involving social media. Are you looking for social media components in the response to this RFP, or are you already working with a digital agency for this program?

Answer 4:

Social media can be a part of the alternative participation program; however, it is not a mandatory requirement. No, there is no digital agency for this program.