

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 5:

Will the consultant be responsible for recommending locations for events, e.g. public squares, indoors versus outdoors, or will the locations be dictated by HC? Please identify any location that have been selected.

Answer 5:

Yes, the consultant is responsible for recommending locations for events.

Question 6:

In locations such as Toronto or Vancouver, can the consultant combine multiple events into one, larger scaled event?

Answer 6:

Yes, as long as the criteria outlined in the RFP are met.

Question 7:

What date will HC share all the questions? Will the list be emailed to all candidates?

Answer 7:

All questions and answers are being posted on the published notice on Buyandsell.gc.ca. Some are already posted and more to come. This is an open bidding solicitation process, therefore questions and answers are not sent to specific candidates.

Question 8:

Can the consultant use mass media channels in place of pamphlets or handouts to distribute key messages, etc.?

Answer 8:

The methods of promoting the events and the alternative participation program are at the discretion and management of the consultant and should be developed to support the target participation levels.

Question 9:

What portion of breakitoff.ca will the consultant be responsible for managing, in conjunction with the events?

Answer 9:

The consultant will not be responsible for any part of the breakitoff.ca website.

Question 10:

Will social media, media relations be managed directly by the consultant, or does the consultant work with a current AOR?

Answer 10:

Any proposed outreach activity will be coordinated and managed directly by the consultant.

Question 11:

Who manages your online properties (e.g. Facebook/Twitter) and can we access them to add content/messaging? What is this process?

Answer 11:

The future Facebook/Twitter accounts will be managed by a third party. The consultant will not have direct access to the online properties however, any messages/creatives to support the events could be provided to the third party for posting through these channels. Be mindful of the stated requirements outlined in the RFP.

Question 12:

Can you please clarify how you define and quantify 'engagement'? For example, what counts toward the 50,000 engagement goal when operating in the online realm?

Answer 12:

In this context, engagement at the events can be defined as a direct meaningful social conversation with young adults; an example of online engagement could be a website visit.

Question 13:

Did a PR agency support the Break If Off initiative last year?

Answer 13:

There was no PR agency, however, when the Canadian Cancer Society launched the campaign last year (prior to our partnership), they had engaged an advertising/marketing firm.

Question 14:

Are there any best practices you can share or preference for event types you would like to activate at?

Answer 14:

We are open to suggestions for the event types as long as the proposed events/approach reach young adult smokers aged 20-24, meet the other requirements outlined in the RFP, and consider the various policies outlined in the RFP.

Question 15:

Regarding Section 2.1.1 vi. Develop a complementary program, content 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. Question: Does this mean that the current user-generated videos will be replaced with this new idea or will be featured on the website in conjunction?

Answer 15:

Both options are possibilities.

Question 16:

What is the top communication message of the campaign (considering an in-field message)?
I.e. go to Break it Off online to learn how you can break it off? Other?

Answer 16: As indicated in Section 2.1.1 a) The goal of the events are to provide opportunities to engage young adult smokers aged 20-24 in a conversation about quitting smoking and staying smoke-free by connecting with them in a meaningful, yet fun and interesting manner.

The Breakitoff.ca website and mobile application are valuable campaign resources that should be leveraged when/where possible.

Question 17:

What are your terms of payment for this campaign?

Réponse 17: Progress payment for services rendered will be made, monthly in arrears, upon completion and acceptance of the deliverables outlined below to the approval of the Departmental Representative, following receipt of detailed invoice(s).

Question 18 :

Does the mentioned budget mentioned is \$665K (year 1) and \$660K (option periods 2 and 3) include taxes? If so, which ones?

Réponse 18 :

The total value of any contract(s) resulting from this RFP shall not exceed \$665,000 for the contract period and a maximum of \$660,000 for each of the two (2) option periods, **including** travel and living expenses (if applicable), other expenses and **all applicable taxes**.

Question 19 :

Which agency will maintain the campaign web site <http://www.breakitoff.ca> during the contract period and will it be fully translated into French for Québec?

Réponse 19 :

The website is being managed by a third party and is currently being translated prior to the campaign re-launch this fall. The French website url will be www.jetelaisse.ca.

Question 20 :

In our proposal submission, we would like to include an explanatory video to illustrate our concept. Are you comfortable using a youtube link to find the video in question?

Réponse 20 : No. As per section 7.1.1. Part II (Proposal Requirements) of the RFP, you are required to submit one covering letter, one electronic copy of the Technical Proposal and one electronic copy of the Cost/Price Proposal. Ensure that all requirements identified in the RFP can be found in your proposal.