

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 21:

In regard to the request for proposal with reference number 1000152168, we would like to know if submitting the Agreement to Implement Employment Equity (LAB1168) to HRSDC-Labour is a condition to contract the award, provided that the Agreement to Implement Employment Equity (LAB1168) requires our organization to certify that we are intending on bidding on a federal services contract valued at \$1,000,000 or more and that, under Section 1.3 of the Statement of Work, the total value of any contract resulting from this request for proposal shall not exceed \$665,000 for the contract period?

Answer 21:

The Agreement to Implement Employment Equity (LAB1168) to HRSDC-Labour is a condition to contract the award as Option periods are to be considered. Therefore the value of the contract award may exceed 1 million.

Question 22:

Is updating the Break it Off microsite a possibility, if we think there is a feature that would be helpful as a support to the experiential program?

Answer 22:

Yes.

Question 23:

[Paragraph 1.4] Please clarify if your goal of 50,000 engagements is from a combination of both the marketing events program and the alternative engagement program?

Answer 23:

The goal of 50,000 engagements is from the marketing events program only. We did not indicate a goal for the alternative participation program.

Question 24:

[Paragraph 2.1.1 iii] If events have multiple activation days, is it ok to use this calculation of the 25% French (within Quebec) requirement? For example, if our 30 events have a total of 100 activation days and 25 of those activation days are from 5 events within Quebec - would that satisfy the requirement. Or alternatively, is it required that 8 events (25%) of the 30 take place in Quebec?

Answer 24:

There should be 8 French events held in Quebec of the 30 total events.

Question 25:

How was the previous campaign launched in 6 markets? What worked and didn't work? Was their experiential?

Answer 25:

There were no experiential marketing events held.

The 11-week campaign used the following media tactics to promote the campaign website, mobile application and "The World's Biggest Break-up" video challenge:

- Paid media: Online web banners on Facebook, and other websites targeting young adults (e.g. Plenty of Fish, Ok Cupid, Ticketmaster, Cineplex, etc), mobile app banner ads, search engine marketing,
- Social Media: Posts on the Canadian Cancer Society's *Smoker's Helpline* Facebook page and Tweets through the *Smoker's Helpline* Twitter Account.
- Media Relations: Press release.
- Partner Relations: Worked with various stakeholder associations and provincial chapters of the Canadian Cancer Society to share fact sheets, backgrounder, key messages, sample social media updates, ad banners, press release and a promotional post card. Partner promotional efforts resulted in numerous regional earned media opportunities and partnerships.

Key Learnings

- *Start from a theme that resonates:* Without a strong theme, engagement will suffer
- *Engage at all levels of participation:* Observe the 90-9-1 engagement principle:
 - o 90% of visitors will consume (Lurkers)
 - o 9% will comment/share/click (Contributors)
 - o 1% will create (Creators)
- *Twitter should be included in a successful social strategy:* Provides high campaign visibility and allows organic community growth
- *Facebook remains strong:* Provides relative privacy and connection to close family and friends
- *Social success needs active participation:* Staff time must be dedicated to active, authentic engagement on social platforms

Overall, the campaign was deemed successful; however with more funding it would have ideally run longer than 11-weeks.

Successes

- Strong, audience-resonant, focus-tested campaign concept
- Engagement strategy focused on all participation levels
- Over 130 million online ad impressions with above-industry-average CTR
- National and regional media coverage in print, radio, TV, and online outlets
- Over 44,000 visits to breakitoff.ca
- Nearly 4,000 installs of the *Break it Off* mobile app in both French and English
- 502 tweets containing the #breakitoff hashtag from 159 different accounts
- Potential twitter audience of 170,891 individuals
- Over 300 "smoking break-ups" on Facebook, reaching over 11,000 individuals
- Increased insight into smoker behaviour on social and digital platforms
- Pro-active stakeholder interest in continued promotional support
- Continued community engagement and participation beyond the promotion period

Question 26:

In Section 5.0 you refer to the roles of "Account Director", "Account Executive" and "Event Facilitator(s)", and in Section 8.4.1 you refer to a "Project Manager". Would you be able to provide a description of a project manager relative to the other roles?

Answer 26: The Project Manager can be the Account Executive that provides ongoing program administrative services.

Question 27:

In Section 13.2 Question 1 a), would you like us to demonstrate through case studies of our previous work or through a concept proposal?

Answer 27: Question 1 a) in Section 13.2 should be demonstrated through a concept proposal.

Question 28:

Should the cost/price proposal be laid out in the table in Appendix B?

Answer 28: Yes.

Question 29:

In Appendix B, there are 3 tables, should the first one be "Contract Award – March 31, 2014" instead of March 31, 2015? Because the next table indicates April 1, 2014 to March 31, 2015.

Answer 29: Yes, the first table should read "Contract Award – March 31, 2014".

Question 30:

When it asks for "Resumes of personnel," can these be as part of the regular document in paragraphs, rather than separate resumes?

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Answer 30:

Please submit full resumes.

Question 31:

In Part 1, 1.4, you state an objective is to engage a minimum of 50,000 young adults. Is this engagement of 50,000 young adults a combination of engagement at events AND online, or just at events?

Answer 31:

Please see Answer 23.

Question 32:

In section 13.2 Questions 1 a), 1 b), 1 c), 2b) proponents are asked to "demonstrate their ability to...engage young adult smokers aged 20-24...". In responding to these questions are we allowed to use examples that speak to reaching a similar target audience, or must the examples we use to demonstrate our abilities be specifically about reaching "young adult smokers aged 20-24"? More specifically, is the only way for a proponent to meet the minimum technical score is if you are proponent that has specifically done events/alternative programming engaging the specifically defined "young adult smokers aged 20-24" target audience?

Answer 32:

Please see Answer 27. Please also refer to the Mandatory Requirements listed under section 12.2.

Question 33:

In section 13.2 Questions 1, 2, 3, 4 are proponents, in order to demonstrate their abilities, allowed to state what the event/alternative participation program ideas are that they would propose to Health Canada for use on this project? Or, are proponents limited to only providing examples of similar events/online initiatives proponents have executed previously?

Answer 33: The bidder should propose the ideas for the events and alternative participation program for the Break it Off campaign. Please also refer to the Mandatory Requirements listed under section 12.2.

Question 34:

In Part 1, 1.3 it states the budget for year one of the contract should not exceed \$665,000. Is this amount inclusive of HST or is the budget \$665,000 plus HST?

Answer 34: Please see Answer 18.

Question 35:

Is Appendix B a template that must be filled in exactly, or can it be modified to provide the information required as per section 9.1?

Answer 35: Please fill out Appendix B in full. Additional expenses can be added to the template by the bidder. The total cost is to include all expenses and taxes.

Question 36:

In section 9.1.2 it states we should include Travel costs as Applicable, but in Appendix B it states Travel costs should be limited to \$5,000. Should we use \$5,000 OR whatever we determine the travel costs would actually be for the project in completing Appendix B?

Answer 36: As per the Financial basis of payment Appendix "B", for financial evaluation purposes the travel cost will be evaluated at \$5,000. Therefore bidders are required to use \$5,000 in the table.

Question 37:

In Appendix B are proponents required to complete the information for the initial contract period (until March 31, 2014) only, or are proponents required to complete financial/cost proposal for Option Period 1 (April 1, 2014 – March 31, 2015) and Option Period 2 (April 1, 2015 – March 31, 2016) as well?

Answer 37: The bidder is to complete the information for the initial contract period, until March 31, 2014 only, and NOT from contract period to March 31, 2015 as indicated.

Question 38:

In section 8.3.1 please clarify if we are looking for us to provide our standard approach, or if you want our specific approach and action plan for this program.

Answer 38: As indicated in Section 8.3.1, we are looking for the bidder to describe the overall approach and strategy to this project.

Question 39:

Are you open to doing less events if we still reach 50,000 people and host events in the locations required?

Answer 39: We are looking for at least 30 events to extend the reach and exposure of the campaign.