

**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

<b>Title - Sujet</b> Advertising Creative	
<b>Solicitation No. - N° de l'invitation</b> 23582-140223/A	<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> 23582-14-0223	<b>Date</b> 2013-10-10
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-025-63652	
<b>File No. - N° de dossier</b> cz025.23582-140223	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-10-30</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Schou, Christian	<b>Buyer Id - Id de l'acheteur</b> cz025
<b>Telephone No. - N° de téléphone</b> (613) 995-2278 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

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## SOLICITATION AMENDMENT 001

The purpose of this amendment is to publish answers in response to questions received regarding this RFP, in PART 1, and to amend Annex A- Statement of Work, in PART 2.

### PART 1

THE FOLLOWING CLARIFICATION FORMS PART OF THIS RFP:

**Question 1)** We have two separate international campaign case studies completed at different times over the past five years that match your requirements, however, both of the case studies are from the same client. Is this acceptable?

**Answer 1)** Yes.

### PART 2

THE FOLLOWING CHANGE FORMS PART OF THIS RFP.

**In Annex A- Statement of Work:**

**Delete** "Section 9.0 Development Process" in its entirety and replace with the following:

#### 9.0 Development Process

Funding will be spent in the following ways:

- Planned rapid response, proactive public and media relations executions that use social media and other trending tactics to engage target audiences.
- Development of Internet activities and points of access the development of a C-Class website (i.e. appropriate for CEOs, CFOs, COOs, etc.), social media tools and activities on new and existing platforms, and collateral materials deemed essential.
- Secure advertising placement in both traditional and trending C-Class web properties, print publications and other appropriate out-of-home (OOH) advertising tactics, such as airport billboards.

The campaign would attempt to increase value-for-money by negotiating earned media with all purchased placements. Geo-targeting and the use of Internet tagging would be employed to maximize direct-to-primary audience approaches. Emphasis would be applied to media networks offering greater communications convergence or cross-platform opportunities and to those networks that have established platforms that reach mobile device users.

The Contractor will comply with and participate in development processes that involve consensus-building and acquiring expert advice and intelligence from various sources, including from their own foreign operations. These external sources of expertise will help to inform decisions such as media markets, types of media that yield greatest return or market penetration, and identifying shared opportunities to maximize reach.

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**In Annex A- Statement of Work:**

**Delete** "Section 10.1 Requirement" in its entirety and replace with the following:

**10.1 Requirement**

The Contractor must have the capability of working and liaising in both official languages for the purposes of developing, producing, and implementing communication, public and media relations, social media and advertising strategies and products, associated creative and media plans with NRCan personnel, partners, media contractors, and the Agency of Record (AOR).

To support the stated objectives through advertising, NRCan requires a contractor to provide strategic and media planning, creative, production, administrative services and day-to-day account management services as further outlined below.

Total media placement investment for this campaign is approximately \$16 million for fiscal year 2013-2015 (final media placements values will be determined by several factors).

The contract consists of 2 periods:

- Year 1 - date contract is awarded to March 31, 2014.
- Year 2 - April 1, 2014 to March 31, 2015. Pending funding approval.

The Campaign consists of two phases:

- November 2013 to March 2014

The campaign will begin within two months of this initial meeting in one or more international jurisdictions.

- April 2014-March 2015 Full execution of all advertising components

**ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.**