



REQUEST FOR PROPOSAL ADDENDUM #1

RFP #CTC-2013-KH-02 Media Monitoring and Measurement Services

Close Date/Time:

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Issue Date: October 15, 2013

From: CTC Procurement

To: All Vendors

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Following are two (2) amendment(s) to the requirements of the above noted RFP.

1) Question 15 on page 12 is hereby revised as follows:

“Describe the scope of monitoring services you can provide for media described in Section C.2.1a, including the number of media outlets monitored in Canada, in the US, and in international markets. Describe any issues regarding access to full texts of news items (e.g. pay walls, copyright issues, etc.).

2) Appendix 8: Pricing Table. The bullet point under Additional Services>French Content Clip Fees is hereby revised as follows:

- Copyright fees

Below are the answers to question(s) submitted in regards to the above noted RFP as of October 8, 2013.

Q1. In section C Statement of Work, page 7, item K, it is written “k) Provide unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process).”

Would you explain if the evaluation report is what needs to be automated process generated, or access to that report and archiving. If these evaluation reports can be compiled manually, is it right to understand that the usage of the dashboard will serve as a delivery system as well as an archiving method.

If the report needs to be generated automatically, what are the criteria? Only the ad equivalency value? If all reports need to be compiled manually, what are the delivery details?

Response:

Access to the archiving resource needs to be automated. The reports are either automated or manual depending on the needs of each client and your capabilities in reporting. The criteria for the automatically generated reports would be agreed upon by each partner. In some cases our partners use AVE; however they may have other requests that could be automatically populated. In terms of manually compiled reports, again the criteria, schedule and time frame would be discussed and agreed upon individually by each partner and for each specially requested report.

Q2. What is the importance of international print/broadcast coverage? Is it defined as a “must have” or “nice to have”?

Response:

For the purpose of this RFP, the monitoring of print and broadcast coverage is “must have” for the CTC headquarters and our provincial/territorial partners. Monitoring of international print and broadcast coverage is a “nice to have.”

Q3. Are the daily briefs to contain results in the original language (for international coverage) or in English?

Response:

The daily briefs can be in the original language, however please specify if you have English translation capabilities available as an automated process.

Q4. Section C.2, 1, d states: “Include daily domestic media monitoring of CTC corporate news and issues, Canadian travel destinations, travel trade media, and travel and leisure news on 200 social channels based in both Canada and the United States.” Can you please define the meaning of the term “social channels”?

Response:

Online news, online bloggers and/or bloggers, as per a predefined list.

Q5. Section C.2, 2, d & f state: “Immediate electronic delivery of ordered full text articles and broadcast segments.” & “Ability to request either transcript or entire radio/TV clips at additional cost.” Do the CTC international offices have any print or broadcast subscriptions that they will be retaining?

Response:

For the purposes of your RFP response, consider that CTC or our partners have no print or broadcast subscriptions that we will be retaining.

Q6. Under Appendix 7: Measurement Reporting, Qualitative Analysis Criteria, 4. There is a sentiment guide attached. What is the extent of tonality/sentiment analysis for the reports? Is toning to be done for North American coverage only? Or international as well? Are all media types to be toned (print, broadcast, online, etc.)?

Response:

We are looking for proponents to share automated capabilities.

Q7. What are the total number of readers that will view media monitoring briefings for “Canada and US Media Monitoring for CTC Headquarters and PMO’s”? In addition to the total number, what # of readers are specific to CTC headquarters?

Response:

By “briefings”, we are making the assumption that you mean daily clips. For the purposes of your RFP response, consider 100 CTC employees and 50 employees per PMO. All daily clips are for use by partners only.

Q8. The RFP speaks of the CTC, the 13 Provincial offices and the 10 international offices, so how many of these partner organizations actually leverage the service on a regular ongoing basis? Are all 24 offices treated as independent in terms of their needs or do we have a central contact person on your end? Would each partner organization be signing their own subscription to the service?

Response:

The 13 provincial and territory marketing organizations (PMO) will leverage the services on an ongoing basis; the 10 international markets are optional. Each partner would have their own contact person and will sign their own subscription to the services.

Q9. In terms of reporting metrics, is AVE a requirement or 'a nice to have'?

Response:

AVE is considered a mandatory requirement under section C.2.1. There is only one partner that reports on AVE at this time.

Q10. When the RFP refers to 'daily', does that mean Monday through Friday, excluding statutory holidays? With offices across Canada and 10 international offices in various time zones, what is the expectation for response from our personnel? And further to the above, do various offices require different delivery times of their reports and clip books?

Response:

Yes, "daily" means Monday through Friday, excluding statutory holidays. On occasion we may require additional days for special events. The expectation of your personnel in terms of response and delivery times for reports would be based on the individual time zones in each international market, and eastern standard time (EST) for all Canada partners.

Q11. Can you help us get an understanding of the volume of coverage you received in the past year? What is the average number of clips per day we can expect? Will we be distributing 24 different clip books each day, one to each office? How often will we get requests for metrics reports?

Response:

The average number of clips is approximately 5 per day for all partners. These can increase based on a particular event. Each partner will receive their own clip book based on their specific monitoring criteria. As per Appendix 7, proponents will receive requests for metrics reports periodically throughout the year. The reports will be partner specific.

Q12. Please define the "200 social channels" referred to in - C.2(1)/d) – What type of outlets does this actually refer to? Is this the full breadth of coverage you require?

Response:

See response 4.

Q13. Same as question for – C.2(1)/e) – What type of outlets does this actually refer to?

Response:

See response 4; however note the list is unique to each partner.

Q14. The RFP seems to imply at some points that the objective would be monitor select sources that are relevant to the CTC and its partners. Is that your intent? Our pricing is based on the amount of information we need to process. Monitoring a subset of our total breadth of coverage would provide significant savings with our solution.

Response:

Yes, the intent is that the select sources monitored are relevant to the CTC and our partners.

Q15. Do you have a key (core) media list? If you do we would suggest you ask each participant in the process to advise if they have the access and the rights to monitor the requested sources.

Response:

See response 5.

Q16. Can we submit a proposal for just USA monitoring?

Response:

No. Minimum monitoring requirements are for Canada and US.

Q17. We did not see any reference to the content provided for the CTC and partners being copyright compliant. Is that a consideration / criteria for submitting a proposal?

Response:

See response 5.