Canadian Tourism Commission | Commission canadienne du tourisme

REQUEST FOR PROPOSAL ADDENDUM #2

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

Close Date/Time:

October 23, 2013 ***EXTENDED***
14:00 hours
Pacific Time

Issue Date:	October 18, 2013	**From:**	CTC Procurement
To:	All Vendors	**E-mail:**	purchasing@ctc-cct.ca

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

1) The following question has been added to Section E – Desirable Criteria Questionaire as Q16 and proponents are asked to include their response to this additional question in their proposal.

   "Please provide details about the methodology or systems used to deliver the various products and services as outlined in the RFP."

2) Section C.2.3 (a) has been amended as follows:

   "Monitor up to 1,000 publications (print and online), broadcast outlets (TV and radio) and online news outlets including travel trade media, based in the partnering international market. The publications will be defined by each partner."

Below are the answers to question(s) submitted in regards to the above noted RFP as of October 11, 2013.

Q1. Regarding B.3.1, will the Contracting Authority consider extending the deadline for submissions? The time between receiving responses to questions from the Contracting Authority for this RFP and the deadline is very tight and does not allow proponents the time to prepare best-in-class responses.
Response: The Closing Time has been extended to October 23, 2013, 14:00 PT.

Q2. Are vendors required to provide proof of copyright agreement for the monitoring requested in C.2?
Response: Proof is not required at this time; however proponents should indicate that they are aware/and able to obtain copyrights needed. See Addendum #1 for amendment to Question 15.

Q3. In C.2., where it refers to print publications does CTC want hard copy of the printed publication, or will it suffice to have only the digital version of the print outlet?

Response:
The digital version will suffice.

Q4. How many outlets in total does CTC want to monitor as outlined in C.2.1 (a), and what is the breakdown by media type as listed?

Response:
Proponents are asked to provide their reach based on past experience/and or current copyright agreements.

Q5. What is the current annual volume of items for C.2.1? Is this volume based on the same media sample outlined in C.2.1 (a), or is CTC asking for additional media monitoring in this section that it currently does not have a service for?

Response:
See response to question 11 in Addendum No. 1.

Q6. Does CTC have a current list of outlets it can share for C.2.1 (a)?

Response:
No.

Q7. Can CTC provide a keyword list it currently uses that corresponds to what it expects from C.2.1 (f)?

Response:
No.

Q8. How does CTC expect the supplier to ensure that only travel and tourism-related items are included in the monitoring for CTC based on its keyword list? Does CTC want the respondents to explain their system as to how they would ensure only travel and tourism-related items are included, and in what area of the responses for Section E should this be outlined?

Response:
CTC would like proponents to explain how they manage this process using keywords (see section C.2.1 (f)). This can be outlined in your response to Q9.

Q9. For copyright, approximately how many people would need to be granted license to access monitored media content as per C.2.1 (g)?

Response:
See response to question 7 in Addendum No. 1.

Q10. To be clear regarding C.2.1 (h), for media monitoring, CTC expects to be delivered all relevant print/digital news items, not just summaries of items in which users choose ones that it is interested in?

Response:
That's correct for Canada and the US monitoring. For international it is desired, and the CTC would like to know about capabilities from proponents.

Q11. Regarding the compilation of manual reports, as the proposal reads, there are three different sets of reports (a set each for C.2.1, C.2.2, and C.2.3) of 30 reports for 24 potential partners, or a total annual potential of 2160 reports. Is that assumption correct?

Response:
That is the maximum number of reports; however it will vary on the number of partners who sign up for measurement services and their individual requirements. Please provide a price per individual report.

Q12. Can CTC provide a list of the "200-400 pre-defined online versions of publications" as specified in C.2.2 (a)? As it reads, the 200-400 outlets are "to be identified by each partner." Does this mean there could be potentially 24 different outlet lists, or will all partners work with the same commonly agreed-upon outlet list?

Response:
No, CTC is unable to provide a list. Yes, there could potentially be 24 different outlet lists.

Q13. Similarly, for C.2.2 (b), can CTC confirm that suppliers should be able to work with potentially 24 different keyword sets -- one for each partner?

Response:
Yes.

Q14. C.2.2(a) states that it wants only online versions of publications, so are C.2.2 (e) and C.2.2 (f) relevant in terms of asking for transcripts and radio/TV clips, or is international broadcast also expected?

Response:
Full transcripts and radio/TV clips may be requested from time to time. Please indicate if you are able to accommodate this request.

Q15. Determining ad value equivalency for coverage in non-North American markets (C.2.2 (h)) is difficult and complicated. Can CTC provide some insight as to the information it would expect for international AVEs?

Response:
AVE is mandatory for North American media, however optional for international media. Please indicate experience/alternatives for international measurements.

Q16. What does CTC mean by "competitive analysis" in C.2.2 (j) as it pertains to international media? Is there an expectation by CTC to measure travel-related coverage of other countries in non-Canadian digital news sites? Is it possible that each of the 24 partners could have a different list of 1000 publications and broadcast sites?
Response: Competitive analysis was only meant as an example, and was referenced as above. We are looking for other reports/measurements that proponents may be able to pull/compile.

Q17. Roughly how many US radio and TV sites is CTC expecting as per C.2.3 (a)?
Response: Please be advised that the word 'US' should not have been included; therefore, please disregard. The radio and TV sites would be based in the international market.

Q18. Can CTC explain what are the differences in the expected media to be monitored for C.2.1 (a) and C.2.3 (a)? Would there not be overlap.
Response: Please see the amendment to section C.2.3 (a) as noted on page 1 of this addendum.

Q19. We assume that the 100 social channels referenced in C.2.3 (d) are unique to each of the country partners (UK, Germany, etc.). Can you confirm?
Response: Yes.

Q20. Appendix 7 lists only tone, subject (i.e. Canadian province or territory), and branded initiatives and programs. Is CTC interested in other measures around activities (skiing, culinary, etc.), source (travel writer, industry partner, etc.), hot-button issues (high Canadian dollar, security threats) and other variables? If so, where in the proposal's desired questionnaire would a bidder outline their methodology?
Response: Yes. This would be decided by each partner. Proponents are invited to explain their past experiences and capabilities in their response to the newly added question (Section E Question 16) as amended on page 1 of this addendum.

Q21. It is odd that the proposal, in its desired questionnaire section, doesn't call for an explanation of methodology, or how the supplier would deliver products and services as outlined in Section C.2. Does CTC want to evaluate suppliers based on how they would approach and execute the terms of service, and if so, would it add a question to the proposal requesting details of how the services would be delivered?
Response: Proponents can describe services and methods in their response to the newly added question (Section E Question 16) as amended as per page 1 of this addendum.

Q22. In Section F.3, it states that CTC "may be open to other pricing strategies," but then says it may or may not review or consider them. We believe that for pricing, there should be an option to provide a per unit/item cost, particularly given that no list of outlets, key terms, volume or other parameters are offered in the proposal. Is CTC open to other pricing strategies, or would a per item breakdown offered for monitoring in the pricing grid exclude the bid from consideration?

Response:
Section F.1 asks for specific unit/item costs and proponents are asked to provide a cost for all the services listed. Section F.3 is meant to explore other pricing options that the CTC may be open to considering, including incentives, volume discounts, etc. These may or may not be considered depending on what is offered (e.g. they may not be relevant to the services or they may not be a strategy that the CTC can take advantage of).

Q23. On what basis is the pricing tabled scored relative to the 40% weight given it?

Response:
CTC will analyze the pricing proposed as it relates to the services required based on the statement of work. It is important that the CTC receives best value for money; therefore, the pricing portion is weighed accordingly.

Q24. Who is the CTC and its partners currently using for media monitoring and measurement of print, broadcast, and online content?

Response:
Current monitoring services for the CTC headquarters and PMO's are through Media Miser. International monitoring for the CTC offices varies in terms of both provider and depth of service.

Q25. What is the estimated volume per month of print, broadcast, and online content? Please include volumes for English, French, German, Portuguese, Spanish, Japanese, Korean, and Chinese.

Response:
The current average number of clips is approximately 5 per day for all partners for print and broadcast (as per response to question 11 in Addendum No.1). Online coverage would be approximately an additional 1-2 per day based on the partner and their specified requirements.

Q26. Is the CTC open to recommendations from the proponent based on the RFP?

Response:
Yes.