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Bid Receiving - PWGSC / Réception des soumissions -  
TPSGC  
11 Laurier St. / 11, rue Laurier  
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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> 004
<b>Client Reference No. - N° de référence du client</b> 23582-14-0223	<b>Date</b> 2013-10-28
<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 004

The purpose of this amendment is to publish answers in response to questions received regarding this RFP.

THE FOLLOWING CLARIFICATIONS FORM PART OF THIS RFP:

All questions relate to Annex A: Statement of Work.

**Question 1)** 7.0 Target Audiences - Is there a priority amongst the 5 target audiences?

**Answer 1)** The introductory paragraph of 7.0 Target Audiences identifies our key audiences for all markets. The chart is intended to provide additional detail to the composition of these groups. Specifically in terms of priority, the campaign focus will be on political leaders, decision makers, influencers, business and trade investment decision makers and influencers and appropriate media. If there are shifts to the audience prioritization, it will be a result of market research and emerging environmental factors.

**Question 2)** 7.0 Target Audiences - Is there market prioritization within the U.S., within Europe, within Asia?

**Answer 2)** The introductory paragraph of 7.0 Target Audiences identifies our key audiences for all markets. The chart is intended to provide additional detail to the composition of these groups. Specifically in terms of priority, the campaign focus will be on political leaders, decision makers, influencers, business and trade investment decision makers and influencers and appropriate media. If there are shifts to audience prioritization by region or generally, it will be a result of market research, emerging environmental factors and shifts in objectives. In this case market prioritization would be determined while developing required strategies.

**Question 3)** 7.0 Target Audiences - What business/sectors groups are the primary target for economic development messaging?

**Answer 3)** According to 3.0 Objectives, the campaign intends to "Outline the benefits and investment opportunities that exist across Canada's natural resource sector ..." and according to 4.0 Expected Results, the campaign intends to "Increase activities that might lead to increased foreign direct investments". This would suggest that decision makers, leaders and influences from investment, trade and natural resource sectors in the identified markets would be included in audiences for campaigns where investment promotion is the objective.

**Question 4)** 3.0 Objectives - Are there GC campaigns (other than the tourism campaign) that you consider to be best in class if not are their non-GC examples you hold in high regard?

**Answer 4)** The tourism campaign was used only as an example of a successful campaign that used unique marketing approaches that promoted a "Canada" brand. It should not be thought of as a benchmark against which submissions would be rated.

**Question 5)** 11.0 Assistance Supplied by the Department - What social media support/infrastructure from the GC should we assume?

**Answer 5)** It will depend on the specific deliverable. For example, if the required deliverable is the enhancement or development of a web site, these will have to meet Government of Canada standards and will be likely hosted on a Government of Canada account. If it is the development of twitter feeds and other social media activities/platforms that would be used to complement public relations and/or

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004

File No. - N° du dossier

cz02523582-140223

Buyer ID - Id de l'acheteur

cz025

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advertising activities, requirements for assistance supplied by the Department will be negotiated on an individual basis and be well identified in the individual strategies.

**Question 6)** 20.2.2 Media Strategy and Direction - Are there any key events or notable milestones/events that this campaign should be timed around?

**Answer 6)** The campaign will take advantage of notable milestones and events, and these will be identified in part by ongoing market research and opportunities that are identified by the contractor as part of the strategy development process.

**Question 7)** 9.0 Development Process Relating to "the development of a C-Class website etc." Is the contractor expected to build the hub to drive target audience to or drive traffic to an existing presence? Does that mean the RFP contemplates that as part of the budget and SOW for this RFP would be to develop a web site?

**Answer 7)** A key intention of the campaign identified in 4.0 Expected Results is to Increase the number of individuals who: visit the campaigns designated web site. Based on 9.0 Development Process provides a broad overview of the how funds will be spent. It does not indicate specific deliverables to the contractor, but rather suggests that the contractor is expected to participate in the development processes that support execution in these areas. While the development of a web site is not listed as a deliverable in 10.2 Deliverables, the contract should have the capacity to guide development and design elements of a new web site, enhance an existing site, and creation of social media platforms - not necessarily complete these tasks.

**Question 8)** Requirement, Deliverables, and Tasks and Services - Point of clarification on the budget. What number in the contractor to work with: 18MM for fiscal 2013-14 or 24MM over two years? Does that mean fiscal 2014-15 is 6MM? Do these numbers exclude or include fees for creative services, production, account management? Is the 18MM dedicated to the media buy for the full duration? Based on the clarification of section 10.1 which restates the total "media placement budget" at "\$16 MM" (vs. previously 18MM) and the number quoted in section 9.0 which refers to "the international advertising campaign allocates \$24 MM over two year are we to assume that the remaining \$8MM is for all other activity and fees including production of creative?

**Answer 8)** The updated estimated advertising budget for Fiscal Years 2013/14 and 2014/15 is \$22 million the final value established for each fiscal year will be determined in the coming month. Included in this overarching budget are: all potential contractor (and sub-contractor) costs associated with the deliverables identified in 10.2 Deliverables and as outlined in 20.0 Roles and responsibilities for the categories of service; execution costs associated with all social media, and public and media relations activities; and, execution of all required advertising.

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