



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

## **REQUEST FOR PROPOSAL ADDENDUM # 1**

---

### **RFP # CTC-2013-NK-03 Public Relations Agency - Mexico**

#### **Close Date/Time:**

December 18<sup>th</sup>, 2013  
14:00 hours  
Pacific Time

**Issue Date:** December 16<sup>th</sup>, 2013                      **From:** CTC Procurement

**To:** All Vendors    **E-mail:** procurement@ctc-cct.ca

---

Below are the answers to question(s) submitted in regards to the above noted RFP as of December 5<sup>th</sup>, 2013.

Q1. Please clarify if document must be submitted in Word or PPT and then converted into a PDF.
<b>Response:</b> There are no requirements for the formatting of your proposal. Please refer to section B.3.4 of this NRFP for limitations on the size of documents when submitting your proposal. There is no limitation on the number of emails only on the size of the email.
Q2. Please clarify that we can send as many e-mails as needed, properly identified but they should not exceed 8 MB each
<b>Response:</b> Yes, that is correct. You may send as many e-mails as required as long as they do not exceed 8 MB each. See Section B.3.4 of this NRFP.
Q3. Appendix 3 - Amendments: Please clarify the use of this format.
<b>Response:</b> Your proposal should include a completed copy of Appendix 3. By completing this appendix your company acknowledges that you have reviewed all of the Amendments issued to this NRFP.
Q4. Appendix 5 - General Contract Terms: Please clarify that this appendix has been included in this document as reference only for the proponents.
<b>Response:</b> This appendix is attached as a reference document to provide the proponent(s) an idea of the contract terms are typically required by the CTC.

Q5. In section C Statement of Work, page 7, Under C.4 Deliverables, Public Relations and Media Relations, item f, it is written:  
“f. Report media coverage regarding, monitoring, and daily activities of public and media relations and/or special events, campaign executions and B2B shows as required;”

May monitoring services be quoted as out-of-pocket? They are contracted with a third-party?

**Response:**

Monitoring services may be quoted as part of the services fee or as an additional fee, please provide your approach to billing these services. If these services will be contracted with a third-party, please refer to Q32.

Q6. In section C Statement of Work, page 7, Under C.4 Deliverables, Public Relations and Media Relations, item g, it is written:  
“g. Elaborate a monthly report, as well as the shipping of the articles published in the different magazines and newspapers to different partners;”

When you say shipping, does this mean courier services to Canada or only deliver to Mexico’s offices? Do you need physical clippings or digital files? How many copies, if needed, must be produced for partners?

**Response:**

CTC requires 5 copies produced, both, digital and physical. Electronic copies are sent to CTC Mexico. CTC requires 4 copies shipped to Canada to four provincial partners.

Q7. In section C Statement of Work, page 8, Under C.4 Deliverables, Public Relations and Media Relations, item i, it is written:  
“i. Provide solutions to the CTC during a media crisis;”

Please specify if by media crisis you refer to issues management (identify, prepare statements, advise client, etc.). Crisis Management is generally quoted differently and separately on a real time basis.

**Response:**

CTC might need to deal with some crisis occasionally and we expect the Contractor to help us solve them. Please provide your approach to billing these services (e.g. quoted separately or as part of your annual fee).

Q8. In section C Statement of Work, page 8, Under C.4 Deliverables, Public Relations and Media Relations, items r and s, it is written:  
“r. Provide coordination, including organization of logistics and confirmation of all attendees, for the different events that CTC carries out during the year, such as GoMedia Mexico, Conozca Canada, Canada a Voces awards and Explora Canada ;  
s. Provide at least one account representative, to support the aforementioned events, who is dedicated to attend and coordinate activities on site;”

Do we also need to assign an account executive only for event coordination? How many events do you usually carry out throughout the year? This will help us determine if a full time executive is needed or only assigned half-time for the events.

**Response:**

There is no need to assign an account executive only for event coordination. Please refer to section C Statement of Work, page 8, Under C.4 Deliverables, Public Relations and Media Relations, item r to understand how many events we carry out throughout the year. There are four events that require full involvement from the Contractor: GoMedia Mexico, Conozca Canada, Canada a Voces awards and Explora Canada. There may be a very small requirement for support at other various events throughout the year.

Q9. In section C Statement of Work, page 8, Under C.4 Deliverables, Communications, item a, it is written:  
“a. Provide media buy services when required, identifying those external channels that better impact our target audiences based on our Explorer Quotient (EQ) segmentation process;”

Please clarify if you buy advertising / promotional spaces within different media outlets.

**Response:**

Yes, we conduct at least two consumer campaigns a year and we buy different media outlets to better reach our target audience.

Q10. In section C Statement of Work, page 8, Under C.4 Deliverables, Communications, item b, it is written:  
“b. Provide creative services when required, to support different CTC activities such events, shows, consumer campaigns, etc.; and”

Please clarify if you buy advertising / promotional spaces within different media outlets.

**Response:**

Please refer to the response to Q9.

Q11. In section C Statement of Work, page 8, Under C.4 Deliverables, Communications, item c, it is written:  
“c. Include written translation services (English to Spanish and Spanish to English) when required.”

Could you please provide estimated length of the documents and how frequently the translations are expected to be required? Normally the translation services are assigned to a supplier. Please indicate if we need to include it in agency's fee.

**Response:**

From 4 to 6 documents translated monthly. It could be one page or a 10 page report. Your response to item C.4 c) should provide your companies approach to billing additional work for translation services, and your fee can either be quoted separately or as part of your annual fee.

Q12. Please clarify there are no mandatory requirements included for this NRFP.  
**Response:**  
There are no mandatory requirements for this NRFP.

Q13. Referring to Appendices 1 through 4:  
a. Do we need to use your specific templates for all amendments or can we copy the format  
b. Do they need to be prepared and delivered in separate files (Acknowledgment Form, Material Circumstances Disclosure Form, Amendments – if applicable- , Declaration of subcontractors)  
**Response:**  
a. The submission of Appendices 1 through 4 should be done in a similar format to what is presented in the NRFP to ensure that the requested information has been submitted.  
b. These do not need to be submitted as separate files.

Q14. Is Mexico the only market participating on the December 13th pitch and if not, may participants know which others are included? May participants submit proposals for the other markets as one integrated presentation?  
**Response:**  
The scope of the NRFP is as per Section C Statement of Work. No other markets are participating in this NRFP.

Q15. Do proponents have to have the full team at the time of the submission or they might be incorporated the day of the presentation?  
**Response:**  
If the full team is not in place by the closing date of the NRFP that should be indicated in your proposal along with your plans to fill the proposed positions.

Q16. In section C.4 Deliverables, when referring to the social media strategy, only Facebook and Twitter are mentioned. Is there any limitation as to propose the use of other social media channels?  
**Response:**  
Currently, these are the only two social media channels that CTC Mexico uses.

Q17. Are you expecting a media plan and budget levels?  
**Response:**  
This should be included at a high level only, as the NRFP lacks the detail for you to complete a full media plan and budget.

Q18. Do you wish to see discount levels or rates for on and offline media?  
**Response:**  
Not required at this time.

Q19. Is there any limitation on the format of the document to be submitted, in addition to the size and type of file, for example the length or font?  
**Response:**  
There are no requirements for the formatting of your proposal. Please refer to section B.3.4 of this NRFP for limitations on the size of documents when submitting your proposal.

Q20. Can you share the KPIs for year one, two and three of the marketing plan?  
**Response:**  
The KPI's are based on the specific campaigns. The KPIs will drive the overall objectives of the CTC provided in the NRFP and will be agreed upon by the CTC and the selected Contractor.

Q21. Can we propose an account team different from the one specified in the NRFP?

**Response:**  
Yes, you may provide an alternate account team if you feel that would better meet the needs of the CTC Mexico office described in this NRFP in Section C Statement of Work. Your proposal will be evaluated accordingly.

Q22. In Section – F Pricing, in regards to item F.1.2 a), do you need we provide an estimate or just tell you how we will quote for those additional services (by the hour, by project)?

**Response:**  
Your response to item F.1.2 a) should provide your companies approach to billing additional campaign work for public and media relations and social media, for example is it typically an hourly rate, a total fee for the project, etc.). We are not expecting an estimate as there is no information with which to base your estimate on.

Q23. Today, which are the top geographic markets for Canada's Tourism in Mexico?

**Response:**  
Mexico City, Guadalajara and Monterrey.

Q24. Which are the top traveler's market segments - demographics and psychographics - of the Mexican visitors to Canada?

**Response:**  
Please refer to Section C.4 – Communications a) and look for the EQ profiles document. See external link for more detail: [http://en-corporate.canada.travel/sites/default/files/pdf/Corporate\\_reports/2013-2017\\_corporate\\_plan\\_summary\\_-\\_june\\_14-13\\_e.pdf](http://en-corporate.canada.travel/sites/default/files/pdf/Corporate_reports/2013-2017_corporate_plan_summary_-_june_14-13_e.pdf)

Q25. Can you share with us the path - to purchase model?

**Response:**  
See external link: [http://en-corporate.canada.travel/sites/default/files/pdf/Corporate\\_reports/2013-2017\\_corporate\\_plan\\_summary\\_-\\_june\\_14-13\\_e.pdf](http://en-corporate.canada.travel/sites/default/files/pdf/Corporate_reports/2013-2017_corporate_plan_summary_-_june_14-13_e.pdf)

Q26. In the case we are awarded the contract, both the account manager and social media team need to be based in Mexico?

**Response:**  
No, the team members do not need to be based in Mexico, however, they will need to be able to work closely with the CTC's Mexico office on a daily basis and may be expected to attend meetings at the CTC's Mexico office. When proposing your team members for this NRFP you should include their location and how you expect them to meet the needs of the CTC's Mexico office described in Section C – Statement of Work. If applicable, any and all travel costs should be identified in your pricing proposal.

Q27. Can you share the social media channels links that you currently have active in the Mexican Market?

**Response:**  
<https://www.facebook.com/viajeacanada>  
<https://twitter.com/viajeacanada>

Q28. Do you have a budget for social media advertising to increase the CTC's follower base? How much do you spend on campaigns on social media and in which platforms?

**Response:**  
The CTC allocates a budget against a social media campaign based on specific campaign requirements and with a maximum of spend on social media of \$50,000CAD a year.

Q29. What social media channels does the CTC Currently use in Mexico? What social media channels should we develop besides Facebook and Twitter or should we recommend those platforms?

**Response:**

Please refer to the response to Q27. There is no need to develop any other social media channels at this time.

Q30. Can you provide us the number of followers of the existing social media platforms?

**Response:**

Please refer to the response to Q27.

Q31. Based on the EQ research, should we include a proposed media plan in the proposal?

**Response:**

It is up to you if you wish to include this in your proposal response.

Q32. If we decide to approach this process with a sub-contractor do we need to present any documentation from this company?

**Response:**

Yes, if your proposal includes the use of sub-contractor(s) you will need to complete Appendix 4 – Declaration of Sub-Contractors. Additionally, in Section E – Desirable Criteria Questionnaire the following questions would specifically prompt you to detail the sub-contractors role in your proposal: Q4 and Q10. It should be very clear in your proposal the roles that the sub-contractors and the experience and expertise they are providing.

Q33. Is it correct to assume the case studies should be integrated into the answers and attachments would be appendix items such as results reports or other support collateral?

**Response:**

If you are referring to the examples in Q5, 6, and 7, then it is up to you on how you want to integrate the information into your proposal.

Q34. Please confirm that at this point you are only seeking the necessary technical and credentials information and that no strategy plans are needed.

**Response:**

That is correct. However, the expectation is that your response should show your ability to be a strategic partner to the CTC Mexico office.

Q35. Following this stage of proposal submissions, and the next round of presentations, will there be another review stage and request for follow-up strategy proposals or will an agency partner be selected on the basis of this bid submission?

**Response:**

There will not be another review stage or request for follow-up strategy proposals. CTC hopes to select a qualified proponent through this NRFP process as stated in Section B.2 – Desirable Criteria Evaluation.

Q36. What is your annual budget for services on this file?

**Response:**

The CTC is unable to disclose at this time. The budget for this work varies from year to year.

Q37. How many VIP familiarization trips to Canada you have done in average per year?

**Response:**

25 trips for media only in a year.

Q38. How many workshops do have in average per year?  
**Response:**  
Nine workshops in eight different cities, as well as the ones mentioned in section C Statement of Work, page 8, Under C.4 r).

Q39. Does the CTC provide the consumer data base to distribute the monthly newsletter?  
**Response:**  
Yes.

Q40. Regarding the monthly report, is electronic delivery to partners sufficient or do you require printed out and physically shipped? If so, how many partners should receive the report? The shipping is in Mexico City or other Mexican states or Canada?  
**Response:**  
Please refer to the response to Q6.

Q41. When you mention report trends, consumer insights and new business opportunities? Could you please elaborate if you require a marketing research agency partner to provide the reports?  
**Response:**  
A marketing research agency in not needed to elaborate such reports. It should be done by the Communications agency based on their market knowledge and sensitivity.

Q42. Regarding events such as GoMediaMexico, Conozca Canada, Canada a Voces Awards, and Explora Canada, how many people on average from the industry, does the agency need to confirm to attend the events? This will help us assess the staff needed to coordinate the event.  
**Response:**  
On average:  
GoMedia México – 50 media  
Canadá a Voces – 100 media  
Explora Canada – Depends on the strategy how many industry media is needed.  
The Contractor does not need to confirm other types of guests (travel industry members, special guests, etc.). The CTC has a specialized agency to do that.

Q43. What is the size of traveling media group for a standard FAM?  
**Response:**  
The size of the media group can range from one individual only up to 5 or 6 people in a group.

Q44. In what language is the daily news monitoring summary to be presented and by what time of the day must it be delivered?  
**Response:**  
The monitoring should be done on a daily basis but to be presented only once a month on the first 5 days of the next month. English is required for the analysis. There is no need to translate the notes to English or any other language.

Q45. Do you and/or your current agency utilize third-party monitoring tools? What measurement tools are currently employed?  
**Response:**  
The current agency's tools and procedures are confidential. Your proposal should demonstrate if your company proposes the use of third-party monitoring tools to meet the CTC priorities and objectives.

Q46. Do you see a role for the Canadian branch of our agency working in collaboration with the Mexican branch and your team? May we propose a multi-office account service team?  
**Response:**  
Your proposal may include a multi-office account service team. The proposed team will be evaluated on their ability to meet the requirements provided in Section C –Statement of Work.

Q47. Are you pleased with the current partner relationship and efforts to date?
<b>Response:</b> The current Contractor's performance is confidential information.
Q48. Are you issuing the RFP due to contract renegotiation obligations or seeking to replace an incumbent agency?
<b>Response:</b> The current contract has come to the end of its term and as per the CTC's procurement policy a public process is required to enter into a new contract.
Q49. Is the incumbent participating in this review?
<b>Response:</b> Any information relating to other proponents who may or may not be participating in this process, is confidential.
Q50. What are challenges you face in your current communications? Where is there room for improvement? What would you like to see more of or done differently going forward?
<b>Response:</b> The CTC will discuss any communication challenges, if any, with the selected Contractor. At this time, your proposal should just include your communication strategy that would best meet the requirements of this NRFP.
Q51. How successful has CTC been building relationships with key Mexican media? With industry influencers?
<b>Response:</b> CTC is very successful building media relationships in Mexico including industry influencers.
Q52. What are the best practices that you expect from your agency partner and how would you describe a favorable agency relationship?
<b>Response:</b> The agency should be an extension of the CTC Mexico's office. The agency is fully responsible for building positive relationships with media generate brand awareness and to achieve the amount of notes set as a goal. CTC expects from the agency, to continuously develop creative ideas to help the Mexico office to fulfill its general strategy.
Q53. How do you currently measure the success of PR programs and campaigns?
<b>Response:</b> Each PR program and campaigns might have different measures for success. Before starting any new activity, goals are set in advance.
Q54. What are your metrics/KPI expectations for the agency going forward?
<b>Response:</b> Please refer to the response to Q20.
Q55. Can you please describe the current structure and internal and agency relationship in place to manage social channels?
<b>Response:</b> The current structure and internal and agency relationship is confidential. Your proposal should provide the CTC with your proposed team for social media and provide detail as to how they will work with the CTC to manage social channels.



Q56. How advanced are your digital strategies and social media efforts? How big is your social media team?

**Response:**

Please refer to the response to Q27 for the 1<sup>st</sup> question.  
This NRFP requires at least one account manager for social media activities.

Q57. Relating to social media what are roles and responsibilities the CTC and the Contractor?

**Response:**

The CTC and the Contractor set the strategy together and the Contractor is responsible to execute it.

Q58. Do you currently have a strong base of blogger ambassadors?

**Response:**

No.

Q59. Is the CTC's emphasis entirely on leisure travelers?

**Response:**

Please refer to Section C.2 Priorities, and the external link: [http://en-corporate.canada.travel/sites/default/files/pdf/Corporate\\_reports/2013-2017\\_corporate\\_plan\\_summary\\_-\\_june\\_14-13\\_e.pdf](http://en-corporate.canada.travel/sites/default/files/pdf/Corporate_reports/2013-2017_corporate_plan_summary_-_june_14-13_e.pdf)

Q60. Who do you consider to be your top competitors? Why? How would you rank them in order of competitiveness?

**Response:**

See external link here: [http://en-corporate.canada.travel/sites/default/files/pdf/Corporate\\_reports/2013-2017\\_corporate\\_plan\\_summary\\_-\\_june\\_14-13\\_e.pdf](http://en-corporate.canada.travel/sites/default/files/pdf/Corporate_reports/2013-2017_corporate_plan_summary_-_june_14-13_e.pdf)

Q61. What are most pressing business challenges today?

**Response:**

To increase the Mexican travellers demand to the Canadian destinations regardless the Canadian visa imposition.

Q62. Can you please describe your most successful campaigns over the last 2 years?

**Response:**

The CTC has had a number of successful campaigns over the last 2 years. Your proposal should highlight your experience and expertise and how you will work with the CTC to meet their priorities.

Q63. Have you used or do you envision using any talent (celebrity, influencer, travel personality, etc.) in your marketing?

**Response:**

Yes, we have used influencers and celebrities in our past campaigns and we might consider using them again.

Q64. Have you engaged any ambassadors or external spokespeople for your destination's brand?

**Response:**

Yes.