



RFP-CMIP2120149

Amendment No. 1: To the Tender Documents

Marketing and Communications Strategy Development, Creative Services, and Media Placement Services and Purchase

Amendment Date: January 18, 2014

To all Proponents:

The Purpose of this Amendment is to provide answers to the following:

1. As the last RFP was awarded in January 2013, can you tell me what has changed to bring about this new request?

This is a new campaign seeking proposals for Marketing and Communications Strategy Development, Creative Services, and Media Placement Services and Purchase to promote the Museum's grand reopening in May 2015 and the Museum as a 'must see' tourism destination for Nova Scotia's 2015 tourism season onward. Essentially, we are seeking proposals to help us develop an integrated tourism campaign to rollout over the next two years.

2. In your opinion is the scope of this request much different than the previous one?

Yes, the scope of this request is quite different than the previous RFP awarded in January 2013 as it is regionally based and includes creative services.

3. The budget for the previous request was reference in the order of \$450k; have the expectations in terms of national reach of this campaign changed to reflect the new budget? (I see in the new RFP there is a reference to traditional advertising as well).

We hope to work with the successful proponent to identify target markets as well as appropriate media channels for this campaign. We expect to reach visitors to the province and where possible reach key tourism markets, mainly Atlantic Canada, Quebec and Ontario.

4. Will there be other promotional programs in market that we would be able to leverage (I.e. Tourism, other national museum advertising)?

There will be minimal promotional programs placed in market by the Museum during this period. We will have a travelling exhibition, *Canada: Day 1*, on display at museums and cultural centres throughout Canada as well as other onsite activities to promote, but our focus and budget will be concentrated towards this campaign.