



RFP-CMIP2120149

Amendment No. 3: To the Tender Documents

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

Amendment Date: February 5, 2014

To all Proponents:

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

1. Are you able to provide more detail on your intended target audience(s)?

We hope to work with the successful proponent to identify target audiences 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.

Through this campaign we hope to focus on growing our established audiences: individuals and families with a direct connection to Pier 21 and empty nesters/baby boomers. As well as developing our emerging audiences: families with children < 14, first generation Canadians and cruise ship passengers.

2. Are you able to provide more detail on expectations on media geographic locations (international, national, specific cities?)

As far as earned media surrounding the Museum's grand reopening, we would be aiming for national coverage with a broad geographic reach. Again we would hope to focus on key tourism regions Atlantic Canada, Quebec and Ontario, with an added emphasis on the west coast (Vancouver) and the prairies (Winnipeg).