

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
Bid Receiving - PWGSC / Réception des soumissions
- TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
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

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| Title - Sujet DND Recruitment | | |
| Solicitation No. - N° de l'invitation W5830-130004/A | | Amendment No. - N° modif. 005 |
| Client Reference No. - N° de référence du client W5830-13-0004 | | Date 2014-05-28 |
| GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-65062 | | |
| File No. - N° de dossier cz002.W5830-130004 | CCC No./N° CCC - FMS No./N° VME | |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2014-06-09 | | Time Zone Fuseau horaire Eastern Daylight Saving Time EDT |
| F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/> | | |
| Address Enquiries to: - Adresser toutes questions à: Ivany, Chris | | Buyer Id - Id de l'acheteur cz002 |
| Telephone No. - N° de téléphone (613) 993-0048 () | | FAX No. - N° de FAX (613) 949-1281 |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: | | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|--|--|
| Delivery Required - Livraison exigée | Delivery Offered - Livraison proposée |
| Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur | |
| Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur | |
| Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie) | |
| Signature | Date |

Solicitation No. - N° de l'invitation

W5830-130004/A

Client Ref. No. - N° de réf. du client

W5830-13-0004

Amd. No. - N° de la modif.

005

File No. - N° du dossier

cz002W5830-130004

Buyer ID - Id de l'acheteur

cz002

CCC No./N° CCC - FMS No/ N° VME

This reason for this amendment is to advise all potential bidders of the questions and answers pertaining to this Request for Proposals and to revise the solicitation closing date.

The solicitation closing date is June 9, 2014.

Question 10: In bullet 3 of section R3.1, please confirm that we are being asked to only explain our approach and process with regards to creative, media incl partnerships and engagement strategies and that we are not expected to also provide potential ideas or initial strategies for any of these areas.

Answer 10: Bullet 3 of R3.1 should explain how you arrived at your ideas (the approach and process) for the means to reach the target audience suggested in bullet 1. You are not required to provide a full campaign strategy or creative.

Question 11: Amendment 4, Response 7 for R2.1 states that "adapting to a changing environment" means a person who successfully met his/her objectives in an environment where the direction or strategy changed frequently. We had interpreted the clause 'adapt to a changing environment' to mean that 1 change during the course of the campaign would meet the requirements. We respectfully submit that Response 7 severely limits the projects that can be described. After all, multiple changes in direction or strategy are an exception, not the norm.

If the examples we submit addressed only one change rather than several/frequent changes, will this negatively impact our score?

Answer 11: Any campaign that has at least one change during the course of the campaign will be evaluated and will not negatively impact the evaluation.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN
UNCHANGED.**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. W5830-130004/A to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core A1, 11 Laurier St., Gatineau, Quebec, K1A 1C9.