



Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

File No. - N° du dossier

cz003EP361-130020

Buyer ID - Id de l'acheteur

cz003

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

EP361-13-0020

CCC No./N° CCC - FMS No/ N° VME

---

**THIS IS A REFRESH OF SUPPLY ARRANGEMENT # EP361-130020/000/CZ.**

Enquiries on the Request for Supply Arrangement document were addressed during the original solicitation period in 2013. The Contracting Authority will not respond to new enquiries. For your information and to assist you in preparing your arrangement, copies of the Questions and Answers released during the original solicitation period are available upon request.

This refresh permits new suppliers to submit arrangements and potentially become Supply Arrangement Holders for National Advertising Services.

New fully compliant suppliers will be issued Supply Arrangements and their names will be added to the existing Supply Arrangement Holder lists on the condition that they meet all of the requirements of the original Request for Supply Arrangements.

**THERE ARE NO SECURITY REQUIREMENTS ASSOCIATED WITH THIS SOLICITATION  
AND  
NO TRADE AGREEMENTS APPLY TO THIS SOLICITATION.**

---

## TABLE OF CONTENTS

### **PART 1 - GENERAL INFORMATION**

1. Introduction
2. Summary
3. Debriefings
4. Supply Arrangements

### **PART 2 - SUPPLIER INSTRUCTIONS**

1. Standard Instructions, Clauses and Conditions
2. Submission of Arrangements
3. Enquiries - Request for Supply Arrangements
4. Applicable Laws
5. Suppliers' Conference

### **PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS**

1. Arrangement Preparation Instructions

### **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

1. Evaluation Procedures
2. Basis of Selection
3. Financial Viability

### **PART 5 - CERTIFICATIONS**

1. Mandatory Certification(s) Required Precedent to Issuance of a Supply Arrangement
2. Additional Certification(s) Precedent to Issuance of a Supply Arrangement

### **PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES**

#### **A. SUPPLY ARRANGEMENT**

1. Arrangement
2. Standard Clauses and Conditions
3. Term of Supply Arrangement
4. Authorities
5. Identified Users
6. On-going Opportunity for Qualification
7. Priority of Documents
8. Certifications
9. Applicable Laws
10. Restrictive Provision
11. Conflicting Interests
12. Exclusivity Provision

#### **B. BID SOLICITATION**

1. Bid Solicitation Documents
2. Bid Solicitation Process

#### **C. RESULTING CONTRACT CLAUSES**

1. General

#### **List of Annexes:**

- ANNEX "A" Statement of Work  
ANNEX "B" Basis of Payment  
ANNEX "C" Technical Evaluation

## PART 1 - GENERAL INFORMATION

### 1. Introduction

The Request for Supply Arrangements (RFSA) is divided into six parts plus annexes, as follows:

- Part 1            General Information: provides a general description of the requirement;
- Part 2            Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3            Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4            Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement and the basis of selection;
- Part 5            Certifications: includes the certifications to be provided; and
- Part 6            6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:
  - 6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;
  - 6B, includes the instructions for the bid solicitation process within the scope of the SA;
  - 6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, Basis of Payment and Technical Evaluation

### 2. Summary

This Solicitation is seeking arrangements from Suppliers interested in providing advertising services for a variety of campaigns for the Government of Canada departments identified in Schedule I, I.1 and II of the *Financial Administration Act*, unless excluded by specific acts, regulations or Orders in Council. It will be used to authorize Supply Arrangements (SAs).

The period of the Supply Arrangement will be from date of award to June 25, 2015 with the possibility of two (2) additional one (1) year option periods under the same terms and conditions.

This requirement is limited to Canadian services.

### 3. Debriefings

After issuance of a supply arrangement, suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing may be in writing, by telephone or in person.

### 4. Supply Arrangements

Supply Arrangements are non-binding agreements between Public Works and Government Services Canada (PWGSC) and suppliers to provide a range of services on an as-and-when-requested basis. The Suppliers that are issued a Supply Arrangement will form a list of qualified Suppliers from which PWGSC can solicit bids based on the specific requirements of the Government of Canada. Supply

Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

File No. - N° du dossier

cz003EP361-130020

Buyer ID - Id de l'acheteur

cz003

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

EP361-13-0020

CCC No./N° CCC - FMS No/ N° VME

---

Arrangements include a set of predetermined terms and conditions that will apply to any subsequent Contract.

---

## PART 2 - SUPPLIER INSTRUCTIONS

### 1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The 2008 (2013-03-21) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 5.4 of 2008, Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: sixty (60) days

Insert: one hundred twenty (120) days

### 2. Submission of Arrangements

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the Request for Supply Arrangements.

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile to PWGSC will not be accepted.

### 3. Enquiries - Request for Supply Arrangements

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than ten (10) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by suppliers to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that suppliers do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all suppliers. Enquiries not submitted in a form that can be distributed to all suppliers may not be answered by Canada.

### 4. Applicable Laws

The Supply Arrangement (SA) and any contract awarded under the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of the arrangement, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the suppliers.

---

## PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

### 1. Arrangement Preparation Instructions

Canada requests that suppliers provide the arrangement in separately bound sections as follows:

**Section I: Technical Arrangement (six (6) hard copies)  
Creative samples (two (2) electronic copies)**

**Section II: Certifications (one (1) hard copy)**

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

Canada requests that Suppliers follow the format instructions described below in the preparation of the arrangement and limit their technical arrangement to the requirements outlined in Annex C – Technical and Financial Evaluation.

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to that of the Request for Supply Arrangements.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, suppliers are encouraged to:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and/or containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

#### **Section I: Technical Arrangement**

In the technical arrangement, suppliers should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

#### **Section II: Certifications**

Suppliers must submit the certifications required under Part 5.

---

## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 1. Evaluation Procedures

- (a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

#### 1.1. Technical Evaluation

Mandatory and Point Rated Technical Criteria are included in Annex "C".

### 2. Basis of Selection

1. To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all mandatory criteria; and
- (c) obtain the required minimum points specified for each criterion for the technical evaluation.

The rating is performed on a scale of **1000** points.

2. Arrangements not meeting (a), (b) or (c) above will be declared non-responsive.

### 3. Financial Viability

1. **Financial Viability Requirement:** The Supplier must be financially viable to enter into this Supply Arrangement. To determine the Supplier's financial viability, the Supply Arrangement Authority may, by written notice to the Supplier, require the submission of some or all of the financial information detailed below during the evaluation of arrangements. The Supplier must provide the following information to the Supply Arrangement Authority within fifteen (15) working days of the request or as specified by the Supply Arrangement Authority in the notice:

- a. Audited financial statements, if available, or the unaudited financial statements (prepared by the Supplier's outside accounting firm, if available, or prepared in-house if no external statements have been prepared) for the Supplier's last three fiscal years, or for the years that the Supplier has been in business if this is less than three years (including, as a minimum, the Balance Sheet, the Statement of Retained Earnings, the Income Statement and any notes to the statements).
- b. If the date of the financial statements in (a) above is more than five months before the date of the request for information by the Supply Arrangement Authority, the Supplier must also provide, unless this is prohibited by legislation for public companies, the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement), as of two months before the date on which the Supply Arrangement Authority requests this information.
- c. If the Supplier has not been in business for at least one full fiscal year, the following must be provided:
  - i. the opening Balance Sheet on commencement of business (in the case of a corporation, the date of incorporation); and
  - ii. the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement) as of two months before the date on which the Supply Arrangement Authority requests this information.

- 
- iii. A certification from the Chief Financial Officer or an authorized signing officer of the Supplier that the financial information provided is complete and accurate.

2. If the Supplier is a joint venture, the financial information required by the Supply Arrangement Authority must be provided by each member of the joint venture.

3. If the Supplier is a subsidiary of another company, then any financial information in 1. (a) to (d) above required by the Supply Arrangement Authority must be provided by the ultimate parent company.

**4. Financial Information:** Already Provided to Public Works and Government Services Canada (PWGSC): The Supplier is not required to resubmit any financial information requested by the Supply Arrangement Authority that is already on file at PWGSC with the Contract Cost Analysis, Audit and Policy Directorate of the Policy, Risk, Integrity and Strategic Management Sector, provided that within the above-noted time frame:

- a. the Supplier identifies to the Supply Arrangement Authority in writing the specific information that is on file and the requirement for which this information was provided; and
- b. the Supplier authorizes the use of the information for this requirement.

It is the Supplier's responsibility to confirm with the Supply Arrangement Authority that this information is still on file with PWGSC.

**5. Other Information:** Canada reserves the right to request from the Supplier any other information that Canada requires to conduct a complete financial capability assessment of the Supplier. The Supplier also understands that a complete financial capability review of the Supplier may also be conducted at the time individual bid solicitations are issued under the supply arrangement.

**6. Confidentiality:** If the Supplier provides the information required above to Canada in confidence while indicating that the disclosed information is confidential, then Canada will treat the information in a confidential manner as permitted by the **Access to Information Act**, R.S., 1985, c. A-1, Section 20(1) (b) and (c).

---

## **PART 5 - CERTIFICATIONS**

Suppliers must provide the required certifications and related documentation to be issued a supply arrangement (SA). Canada will declare an arrangement non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications suppliers provide to Canada is subject to verification by Canada during the arrangement evaluation period (before issuance of a SA) and after issuance of a SA. The Supply Arrangement Authority will have the right to ask for additional information to verify suppliers' compliance with the certifications before issuance of a SA. The arrangement will be declared non-responsive if any certification made by the Supplier is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications, to provide the related documentation or to comply with the request of the Supply Arrangement Authority for additional information will also render the arrangement non-responsive.

### **1. Mandatory Certifications Required Precedent to Issuance of a Supply Arrangement**

#### **1.1 Code of Conduct and Certifications - Related documentation**

1.1.1 By submitting an arrangement, the Supplier certifies, for himself and his affiliates, to be in compliance with the Code of Conduct and Certifications clause of the Standard instructions. The related documentation hereinafter mentioned will help Canada in confirming that the certifications are true. By submitting an arrangement, the Supplier certifies that it is aware, and that its affiliates are aware, that Canada may request additional information, certifications, consent forms and other evidentiary elements proving identity or eligibility. Canada may also verify the information provided by the Supplier, including the information relating to the acts or convictions specified herein, through independent research, use of any government resources or by contacting third parties. Canada will declare non-responsive any arrangement in respect of which the information requested is missing or inaccurate, or in respect of which the information contained in the certifications is found to be untrue, in any respect, by Canada. The Supplier and any of the Supplier's affiliates, will also be required to remain free and clear of any acts or convictions specified herein during the entire period of the Supply Arrangement and any resulting contracts arising from the SA.

Suppliers who are incorporated, including those submitting arrangements as a joint venture, must provide with their arrangement or promptly thereafter a complete list of names of all individuals who are currently directors of the Supplier. Suppliers submitting arrangements as sole proprietorship, including those submitting offers as a joint venture, must provide the name of the owner with their offer or promptly thereafter. Suppliers submitting arrangements as societies, firms, partnerships or associations of persons do not need to provide lists of names. If the required names have not been received by the time the evaluation of arrangements is completed, Canada will inform the Supplier of a time frame within which to provide the information. Failure to comply will render the arrangement non-responsive. Providing the required names is a mandatory requirement for issuance of a supply arrangement and award of a contract.

Canada may, at any time, request that a Supplier provide properly completed and Signed Consent Forms (Consent to a Criminal Record Verification form- PWGSC-TPSGC 229) (<http://www.tpsgc-pwgsc.gc.ca/app-acq/forms/formulaires-forms-eng.html>) for any or all individuals aforementioned within the time specified. Failure to provide such Consent Forms within the time period provided will result in the arrangement being declared non-responsive.

### **2. Additional Certifications Precedent to Issuance of a Supply Arrangement**

The certifications listed below should be completed and submitted with the arrangement, but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Supply Arrangement Authority will so inform the Supplier and provide the Supplier with a time frame

within which to meet the requirement. Failure to comply with the request of the Supply Arrangement Authority and meet the requirement within that time period will render the arrangement non-responsive.

## 2.1 Federal Contractors Program - Certification

1. The Federal Contractors Program (FCP) requires that some suppliers, including a supplier who is a member of a joint venture, bidding for federal government contracts, valued at \$200,000 or more (including all applicable taxes), make a formal commitment to implement employment equity. This is a condition precedent to the issuance of a supply arrangement. If the Supplier, or if the Supplier is a joint venture and if any member of the joint venture is subject to the FCP, evidence of its commitment must be provided before the issuance of a supply arrangement.

Suppliers who have been declared ineligible contractors by Human Resources and Skills Development Canada (HRSDC) are no longer eligible to receive government contracts over the threshold for solicitation of bids as set out in the *Government Contracts Regulations*. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP for a reason other than the reduction of their workforce to less than 100 employees. Any arrangements from ineligible contractors, including an arrangement from a joint venture that has a member who is an ineligible contractor, will be declared non-responsive.

2. If the Supplier does not fall within the exceptions enumerated in 3.(a) or (b) below, or does not have a valid certificate number confirming its adherence to the FCP, the Supplier must fax (819-953-8768) a copy of the signed form *LAB 1168*, Certificate of Commitment to Implement Employment Equity, to the Labour Branch of HRSDC.
3. The Supplier, or, if the Supplier is a joint venture the member of the joint venture, certifies its status with the FCP, as follows:

The Supplier or the member of the joint venture

- a.  is not subject to the FCP, having a workforce of less than 100 full-time or part-time permanent employees, and/or temporary employees having worked 12 weeks or more in Canada;
- b.  is not subject to the FCP, being a regulated employer under the *Employment Equity Act*, S.C. 1995, c. 44;
- c.  is subject to the requirements of the FCP, having a workforce of 100 or more full-time or part-time permanent employees, and/or temporary employees having worked 12 weeks or more in Canada, but has not previously obtained a certificate number from HRSDC (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is attached;
- d.  is subject to the FCP, and has a valid certificate number as follows: \_\_\_\_\_  
(e.g., has not been declared an ineligible contractor by HRSDC).

Further information on the *FCP* is available on the HRSDC Web site.

## 2.2 Former Public Servant

Contracts with former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with

Treasury Board policies and directives on contracts with FPS, suppliers must provide the information required below.

### Definitions

For the purposes of this clause,

"*former public servant*" is any former member of a department as defined in the Financial Administration Act, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- i. an individual;
- ii. an individual who has incorporated;
- iii. a partnership made of former public servants; or
- iv. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"*lump sum payment period*" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"*pension*" means, a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c. C-17, the Defence Services Pension Continuation Act, 1970, c. D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c. R-10, and the Royal Canadian Mounted Police Pension Continuation Act, R.S., 1985, c. R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c. M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c. C-8.

### Former Public Servant in Receipt of a Pension

As per the above definitions, is the Supplier a FPS in receipt of a pension? YES ( ) NO ( )

If so, the Supplier must provide the following information, for all FPS in receipt of a pension, as applicable:

- i. name of former public servant;
- ii. date of termination of employment or retirement from the Public Service.

By providing this information, Suppliers agree that the successful Supplier's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

### Work Force Reduction Program

Is the Supplier a FPS who received a lump sum payment pursuant to the terms of a work force reduction program? YES ( ) NO ( )

If so, the Supplier must provide the following information:

- i. name of former public servant;

- ii. conditions of the lump sum payment incentive;
- iii. date of termination of employment;
- iv. amount of lump sum payment;
- v. rate of pay on which lump sum payment is based;
- vi. period of lump sum payment including start date, end date and number of weeks;
- vii. number and amount (professional fees) of other contracts subject to the restrictions of a work force reduction program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including the Goods and Services Tax or Harmonized Sales Tax.

## **2.3 Canadian Content Certification**

### **2.3.1 SACC Manual clause A3050T (2010/01/11) Canadian Content Definition**

This procurement is limited to Canadian services.

The Supplier certifies that:

( ) the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

## **2.4 Status and Availability of Resources**

The Supplier certifies that, should it be issued a supply arrangement as a result of the request for supply arrangements, the individuals proposed in the arrangement or individuals with similar qualifications and experience will be available for the term of the supply arrangement.

If the Supplier has proposed any individual who is not an employee of the Supplier, the Supplier certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Supplier must, upon request from the Supply Arrangement Authority, provide a written confirmation, signed by the individual, of the permission given to the Supplier and of his/her availability.

## **2.5 Education and Experience**

The Supplier certifies that all the information provided in the résumés submitted with the arrangement, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Supplier to be true and accurate.

## **2.6 Capability of Resources**

The Supplier or Joint Venture entity certifies that it has in-house resources capable of meeting roles and responsibilities (as outlined in Annex "A", Statement of Work) of the following categories of service, which are not being evaluated:

- (a) Account Coordination
- (b) Partnerships
- (c) Strategic Planning and Development
- (d) Graphic Design
- (e) Copywriting (English or French)
- (f) Copy Editing (English or French)
- (g) Proofreading
- (h) Translation and Adaptation
- (i) Production Management
- (j) Production Services
- (k) Media Planning and Coordination
- (l) Media Distribution (Trafficking)

(m) Media Research

( ) YES ( ) NO

## 2.7 Note to Contractor - Exclusivity Provision

1. The Supplier acknowledges and agrees that under the Agency of Record Contract of the Government of Canada for the provision of media placements and related services, contract number EP361-091572/001/CZ, the Supplier, its parent corporation, its subsidiary corporation and any body corporate of the Supplier's immediate family shall not be eligible to bid for any federal government procurement contracts relating to advertising during the term of contract EP361-091572/001/CZ or of any extension thereof.

The Supplier acknowledges and agrees that under the contract EP361-091572/001/CZ, the Supplier's senior officials will disclose all real and potential conflicts of interest by written notice to the Contracting Authority under that contract.

The Supplier acknowledges and agrees that any subcontractor to the Supplier under contract EP361-091572/001/CZ is subject to the same conditions and restrictions as the Supplier under the contract EP361-091572/001/CZ.

Therefore, the Supplier certifies that it is not the supplier under contract EP361-091572/001/CZ, a parent corporation, a subsidiary corporation or any body corporate of the Supplier's immediate family or a subcontractor subject to the same conditions and restrictions of the said supplier under contract EP361-091572/001/CZ. Any certification made by the Supplier that is untrue, whether made knowingly or unknowingly, or failure to comply with the conditions and restrictions mentioned above before or after contract award, or failure to comply with the request of the Contracting Authority for additional information will render the bid non-responsive and any resulting contract will be terminated for default.

2. The following definitions apply to the above provisions:

"PARENT" means, in relation to the supplier under the Agency of Record contract EP361-091572/001/CZ, a body corporate of which the said supplier under the Agency of Record contract EP361-091572/001/CZ is a subsidiary within the meaning of subsection 2(5) of Canada's Business Corporations Act, RSC c C-44.

"SUBSIDIARY" means, in relation to the supplier under the Agency of Record contract EP361-091572/001/CZ, a body corporate within the meaning of subsections 2(3) and 2(5) of Canada's Business Corporations Act, RSC c C-44, and for the purposes of the Agency of Record contract EP361-091572/001/CZ, also includes those with a less than 50% ownership.

"FEDERAL GOVERNMENT PROCUREMENT CONTRACTS" means a contract as defined under the Government Contracts Regulations entered into by institutions identified in Schedule I, I.1 and II of the Financial Administration Act, unless excluded by specific acts, regulations or Orders in Council.

"BODY CORPORATE OF THE BIDDER'S IMMEDIATE FAMILY" means a body corporate (including subsidiaries) that has the same parent as the supplier under the Agency of Record contract EP361-091572/001/CZ or means a body corporate that does not operate but acquires and holds shares or a controlling interest in the bidder under the Agency of Record contract EP361-091572/001/CZ.

Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cz003

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

File No. - N° du dossier

CCC No./N° CCC - FMS No/ N° VME

EP361-13-0020

cz003EP361-130020

---

“RELATING TO ADVERTISING” means all activities involved in the purchase, by or on behalf of Canada, for the development and production of advertising campaigns and associated purchases of space or time in print or broadcast media, or in other mass media, such as digital, cinema or out-of home advertising.

“CONFLICT OF INTEREST” means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the supplier under the Agency of Record contract EP361-091572/001/CZ is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

---

## PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

### A. SUPPLY ARRANGEMENT

#### 1. Arrangement

The Supply Arrangement covers the Work described in the Statement of Work at Annex "A".

#### 2. Standard Clauses and Conditions

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

#### 2.1 General Conditions

2020 (2012-11-19) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

#### 3. Term of Supply Arrangement

##### 3.1 Period of the Supply Arrangement

The period for awarding contracts under the Supply Arrangement is from date of authorization to May 31, 2015.

##### 3.2 Extension of Supply Arrangement

If the Supply Arrangement is authorized for use beyond the initial period, the Supplier offers to extend its arrangement for up to two (2) additional one (1) year periods, under the same conditions and at the rates or prices specified in the Supply Arrangement, or at the rates or prices calculated in accordance with the formula specified in the Supply Arrangement.

The Supplier will be advised of the decision to authorize the use of the Supply Arrangement for an extended period by the Supply Arrangement Authority thirty (30) days before the expiry date of the Supply Arrangement. A revision to the Supply Arrangement will be issued by the Supply Arrangement Authority.

#### 4. Authorities

##### 4.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Myriam Sigouin  
Supply Team Leader  
Public Works and Government Services Canada  
Acquisitions Branch  
Communication Procurement Directorate  
360 Albert St., 12th floor  
Ottawa, Ontario K1A 0S5

Telephone: (613) 990-6696  
Facsimile: (613) 949-1281  
E-mail address: myriam.sigouin@pwgsc-tpsgc.gc.ca

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

**4.2 Project Authority**

The Project Authority for the Supply Arrangement is identified in the individual contract awarded under the Supply Arrangement.

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority, however the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

**4.3 Program Authority**

The Program Authority for this Supply Arrangement is the Advertising Coordination and Partnerships Directorate, Public Works and Government Services Canada.

The name and contact information are to be provided in the resulting Supply Arrangement document.

The Program Authority, PWGSC-ACPD, is responsible for reviewing advertising requirements (Statements of Work) and issuing project registration numbers for advertising initiatives, which departments must first obtain in order to contract advertising services through PWGSC. The Program Authority is also responsible for reviewing media plans for compliance with the Official Languages Act and the Federal Identity Program, and for issuing ADV numbers. It also coordinates the activities of the Agency of Record (AOR) for all media placements, and reports on GC-wide advertising.

**4.4 Supplier's Representative**

The Supplier's Representative for the Supply Arrangement is:

Name: \_\_\_\_\_  
 Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_  
 Facsimile: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_  
 E-mail address: \_\_\_\_\_

**5. Identified Users**

The Identified User is:

Public Works and Government Services Canada  
 Acquisitions Branch  
 Communication Procurement Directorate  
 Constitution Square, 12th Floor  
 360 Albert Street  
 Ottawa, Ontario K1A 0S5

**6. On-going Opportunity for Qualification**

A Notice will be posted once a year on the Government Electronic Tendering Service (GETS) to allow new suppliers to become qualified. Existing qualified suppliers who have been issued a supply arrangement will not be required to submit a new arrangement.

**7. Priority of Documents**

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the articles of the Supply Arrangement;  
 (b) the general conditions 2020 (2012-11-19), General Conditions - Supply Arrangement - Goods or Services  
 (c) Annex "A", The Statement of Work;  
 (d) Annex "B", Basis of Payment  
 (e) the Supplier's arrangement dated \_\_\_\_\_

## 8. Certifications

### 8.1 Compliance

Compliance with the certifications provided by the Supplier in the arrangement is a condition of the Supply Arrangement (SA) and subject to verification by Canada during the term of the SA and of any resulting contract that would continue beyond the period of the SA. If the Supplier does not comply with any certification or it is determined that any certification made by the Supplier in the arrangement is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and suspend or cancel the SA.

### 8.2 SACC Manual Clauses

NUMBER	DATE	DESCRIPTION
A9117C	2007/11/30	T1204 - Direct Request by Customer
Department		
A2000C	2006/06/16	Foreign Nationals (Canadian Contractor)
C0705C	2010/01/11	Discretionary Audit

## 9. Applicable Laws

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

## 10. Restrictive Provision

The Supplier represents and warrants that no gift, benefit or any pecuniary advantage or other inducement has been or will be paid, given, promised or offered directly or indirectly to the Supplier by any third party, including media outlets in relation to the performance of the Work.

## 11. Conflicting Interests

1. Subject to subsection (2), the Supplier represents, warrants and shall ensure that, to its knowledge, the services to be provided pursuant to the Supply Arrangement (the "services") are not creating, and will not create, during the course of the Supply Arrangement period, a conflict with competing or opposing interests of the Supplier.

2. Where the Supplier is aware that the services are or may be in conflict with competing or opposing interests of the Supplier, the Supplier shall identify the potentially competing services and interests involved, and forthwith offer an explanation setting out the reasons why the situation would not represent a conflict of interest.

3. Where Canada becomes aware that the services are or may be in conflict with competing or opposing interests of other clients of the Supplier, Canada shall inform the Supplier of this situation, requesting an explanation setting out the reasons why the situation would not represent a conflict of interest.

4. Following a review of the Supplier's explanation, Canada may accept or reject the explanation, at the sole discretion of Canada. Canada shall deliver his decision in writing. The Supplier shall have a ten (10) working day period, from the date of receipt of the Canada's decision, to submit either a supplementary or an alternate explanation. Following a review of the Supplier's supplementary or

alternate explanation, if any, Canada may either accept and agree with this supplementary or alternate explanation, or, at the sole discretion of Canada, proceed to the measures set out in subsection (5).

5. Where Canada rejects the Supplier's initial explanation (or supplementary or alternate explanation, if any) referred to in subsection (4), Canada will set aside any Supply Arrangement and treat any resulting contract against a Supply Arrangement as being in default.

## 12. Exclusivity Provision

1. The Supplier acknowledges and agrees that under the Agency of Record Contract of the Government of Canada for the provision of media placements and related services, contract number EP361-091572/001/CZ, the Supplier, its parent corporation, its subsidiary corporation and any body corporate of the Supplier's immediate family shall not be eligible to bid for any federal government procurement contracts relating to advertising during the term of contract EP361-091572/001/CZ or of any extension thereof.

The Supplier acknowledges and agrees that under the contract EP361-091572/001/CZ, the Supplier's senior officials will disclose all real and potential conflicts of interest by written notice to the contracting authority under that contract.

The Supplier acknowledges and agrees that any subcontractor to the Supplier under contract EP361-091572/001/CZ is subject to the same conditions and restrictions as the Supplier under the contract EP361-091572/001/CZ.

Therefore, the Supplier certifies that it is not the supplier under contract EP361-091572/001/CZ, a parent corporation, a subsidiary corporation or any body corporate of the Supplier's immediate family or a subcontractor subject to the same conditions and restrictions of the said supplier under contract EP361-091572/001/CZ. Any certification made by the Supplier that is untrue, whether made knowingly or unknowingly, or failure to comply with the conditions and restrictions mentioned above before or after contract award, or failure to comply with the request of the Contracting Authority for additional information will render the bid non-responsive and any resulting contract will be terminated for default.

2. The following definitions apply to the above provisions:

"PARENT" means, in relation to the supplier under the Agency of Record contract EP361-091572/001/CZ, a body corporate of which the said supplier under the Agency of Record contract EP361-091572/001/CZ is a subsidiary within the meaning of subsection 2(5) of Canada's Business Corporations Act, RSC c C-44.

"SUBSIDIARY" means, in relation to the supplier under the Agency of Record contract EP361-091572/001/CZ, a body corporate within the meaning of subsections 2(3) and 2(5) of Canada's Business Corporations Act, RSC c C-44, and for the purposes of the Agency of Record contract EP361-091572/001/CZ, also includes those with a less than 50% ownership.

"FEDERAL GOVERNMENT PROCUREMENT CONTRACTS" means a contract as defined under the Government Contracts Regulations entered into by institutions identified in Schedule I, I.1 and II of the Financial Administration Act, unless excluded by specific acts, regulations or Orders in Council.

"BODY CORPORATE OF THE BIDDER'S IMMEDIATE FAMILY" means a body corporate (including subsidiaries) that has the same parent as the supplier under the Agency of Record contract

EP361-091572/001/CZ or means a body corporate that does not operate but acquires and hold shares or a controlling interest in the bidder under the Agency of Record contract EP361-091572/001/CZ.

“RELATING TO ADVERTISING” means all activities involved in the purchase, by or on behalf of Canada, for the development and production of advertising campaigns and associated purchases of space or time in print or broadcast media, or in other mass media, such as digital, cinema or out-of home advertising.

“CONFLICT OF INTEREST” means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the supplier under the Agency of Record contract EP361-091572/001/CZ is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

## **B. BID SOLICITATION**

### **1. Bid Solicitation Documents**

Canada will use the bid solicitation templates 2T-LDV1 for low dollar value requirements; 2T-MED1 for medium complexity requirements; 2T-HIGH1 for more complex requirements, available in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) based on the estimated dollar value and complexity of the requirement.

The bid solicitation will contain as a minimum the following:

- (a) Security requirements (if applicable);
- (b) a complete description of the Work to be performed;
- (c) 2003, Standard Instructions - Goods or Services - Competitive Requirements;
- (d) bid preparation instructions;
- (e) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- (f) evaluation procedures and basis of selection;
- (g) financial capability (if applicable);
- (h) certifications;
- (i) conditions of the resulting contract.

### **2. Bid Solicitation Process**

**2.1** Bids will be solicited for specific requirements within the scope of the Supply Arrangement (SA) from suppliers who have been issued a SA.

**2.2** The bid solicitation will be sent directly to suppliers.

### **STAGE 1 - Supply Arrangement**

Supply Arrangements are non-binding agreements between Public Works and Government Services Canada (PWGSC) and suppliers to provide a range of services on an as-and-when-requested basis. They are lists of qualified suppliers from which PWGSC can solicit bids and offers based on their specific requirements. A Supply Arrangement includes a set of predetermined terms and conditions that will apply to any subsequent Contract.

Receipt of a Supply Arrangement does NOT automatically mean that a Supplier will receive subsequent contracts. Contracts will be awarded to firms in accordance with the procedures defined below in Stage 2 - Request for Proposal. No supplier shall undertake any of the specified Work unless and until a Contract is awarded by PWGSC.

---

**STAGE 2 - Request for proposal**

All Supply Arrangement holders will be given the opportunity to bid on the RFP. The RFP will include a detailed Statement of Work, the delivery date, the evaluation criteria, basis of selection and other pertinent information (if applicable).

The Supplier's proposal is not intended to duplicate the SOW, but rather to propose a description of how and when the Supplier proposes to satisfy the requirement, along with the proposed prices for doing so.

Suppliers will be required to adhere to a level of effort or to a firm total cost or to any other financial methodology established for the requirement.

The evaluation criteria will be categorized either as mandatory or as rated requirements and their relative order of importance stipulated. Associated weighting factors with regard to rated requirements shall be identified. Suppliers unable to meet the evaluation criteria (example: delivery date) will not be considered responsive and will be given no further consideration.

The basis of selection of the successful Supplier will be identified in each RFP and will be based on the technical and financial proposals.

Contracts awarded under the Supply Arrangement shall clearly specify the Work to be performed and the financial limitation. The Contract will authorize the Supplier to proceed. The Supplier shall not commence Work until an approved Contract has been received from the Contracting Authority, at the beginning of the period.

**C. RESULTING CONTRACT CLAUSES****1. General**

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

2T-HIGH1 (for higher complexity requirements), general conditions 2035 (2013-03-21) will apply to the resulting contract.

The above templates are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

---

## ANNEX A: STATEMENT OF WORK

### 1. Background

Through this Solicitation, the Government of Canada (GC) is seeking to establish Supply Arrangements for advertising services from a number of Suppliers.

Advertising is an important way for the GC to communicate with Canadians. The GC uses advertising to support social, economic and cultural objectives of the government to ensure that Canadians are informed of services, programs, initiatives and policies. Advertising is also an essential tool to alert the population about environmental and public health and safety issues, invite consultation on matters of public interest, and notify people about their legal rights and obligations. All federal advertising is conducted in accordance with the Communications Policy of the Government of Canada.

The resulting GC Supply Arrangements will be accessed as needed for advertising requirements of GC institutions identified in Schedules I, I.1 and II of the Financial Administration Act, located at: [www.justice.gc.ca](http://www.justice.gc.ca), unless excluded by specific acts, regulations or Orders in Council.

This document outlines the services that an advertising agency will be expected to respond to under these Supply Arrangements.

It is important to note that all GC advertising is produced in both official languages of Canada. For more information about federal Acts and regulations as they relate to GC advertising, please refer to section A.7 - Reference Web Sites.

The GC's advertising function is managed in a coordinated approach with a decentralized delivery system. A description of the roles and responsibilities of the key institutions and organizations that are responsible for the management of advertising is available at the following website: [http://www.tbs-sct.gc.ca/pubs\\_pol/sipubs/comm/adv-pub/rr-rr\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/adv-pub/rr-rr_e.asp)

All media negotiations and buying services are conducted exclusively by the GC's Agency of Record (AOR) and, therefore, are not included in this Requirement. Advertising agencies must coordinate all media negotiations through the AOR.

The annual reports on the GC's advertising activities can be found at the following Web site: <http://www.tpsgc-pwgsc.gc.ca/pub-adv/index-eng.html>

### 2. Overview

The SOW for a Supply Arrangement could encompass the following services in advertising projects:

- Account management and coordination services
- Strategic services
- Creative and production services
- Media services

The Supplier may be working under very short timeframes as most of the requests are on an urgent basis. No rush charges will be paid as it is understood that this is the nature of the work.

### 3. Project Management Overview

As part of its normal service delivery, the Suppliers will be responsible to adhere to the following project management principles:

#### 3.1 Commitment and Resources

- Commit to providing the best value for services to the GC from concept to execution of advertising services.
- Fairly represent the supplier's knowledge and capabilities to meet the assignment objectives.
- Ensure availability of advertising agency resources and that qualified personnel is applied to meet the objectives, deadlines, quality standards and budget, as outlined by the Project Authority (PA) for a specific advertising requirement.
- Build a knowledge base and keep up-to-date on the issues facing government institutions.
- Demonstrate a high level of responsiveness and the ability to react quickly.
- Exhibit financial reliability and administrative control through documented processes for all transactions on behalf of government business.
- Ensure that all advertising agency output in connection with the Supply Arrangement reflects public sector sensitivities.

### **3.2 Confidentiality and Conflict**

- Acknowledge the responsibility to treat information and strategies from the GC as strictly confidential, and only make available to employees and outsourced suppliers on an as-and-when-needed basis.
- Make disclosure if the supplier is coincidentally contracted with another client that has advertising and communication needs that are counter to the interests of the specific objectives to the Supply Arrangement in question.

### **3.3 Financial Control and Verification**

#### **3.3.1 Information Management**

- Document the internal processes that are used by the advertising agency to track projects.
- Document internal processes for financial controls in managing the budget and monitoring labour costs for the work outlined in the SOW for the advertising requirement.

#### **3.3.2 Budget Control**

- Implement a budget control procedure in a manner agreed to by the PA at the outset of the assignment. The budget control must record released funds and must contain detailed planned, actual and adjusted costs. The advertising budget control system must ensure that all funds and expenditures in the client's account are properly recorded and auditable.

Prior to making any changes to the objectives and strategies contained in the SOW, it is mandatory that those additional costs always be authorized by the PA and that an amendment to the Contract against a Supply Arrangement be issued by PWGSC to reflect the additional cost prior to production or realization.

#### **3.3.3 Audit Trail**

- Maintain documents and records for the purpose of verifying any production or other orders and invoices from outside suppliers for expenses which the advertising agency has incurred on behalf of, and re-billed to, the GC. These documents and records are to be maintained for a period of six (6) years from date of final payment.

#### **3.3.4 Time and Staff Remuneration**

- An hourly rate system will be the basis of payment for the Supply Arrangement. The advertising agency shall specify all actual hours in respect to the specific assignment, and in respect of each individual staff member with an allocation of time by number of hours per day and date. Time and staff must be monitored by the advertising agency so as not to exceed the budget for remuneration.

### **4. Services Required**

The SOW for a Supply Arrangement could encompass the following services:

**Account Management and Coordination Services**

Account management

Account coordination

Partnerships

**Strategic Services**

Strategic planning and development

Media strategy and direction

**Creative and Production Services**

Creative direction

Graphic design

Copy writing (English or French)

Copy editing (English or French)

Translation and adaptation

– English or French

– Aboriginal languages

– Ethnic languages

Proofreading

– English and French

– Aboriginal languages

– Ethnic languages

Production management for:

– Print

– Broadcast

– Out-of-Home

– Digital

– Cinema

Production Services for:

– Print

– Broadcast

– Out-of-Home

– Digital

– Cinema

**Media Services**

Media research

Media planning and coordination

Media distribution (trafficking)

It is important to note that PWGSC is responsible for coordinating GC public opinion research and provides advisory services to federal departments and agencies through its Public Opinion Research Directorate (PORD). Therefore, public opinion research does not form part of this requirement.

Regardless of position titles, all individuals proposed for each category of service must meet the minimum level of qualification for that category of service. Should the proposed individual(s) not meet the minimum level of qualification, the individual(s) will not be authorized to perform work for any resulting contract against a Supply Arrangement.

**4.1 Account Management and Coordination Services****4.1.1 Account Management**

The designated resource providing account management services will be responsible for the following:

- Work on the day-to-day development and execution of account management and coordination services.

- Ensure that all procedures under each contract have been followed and correct documentation is in place.
- Document all activities in all categories of service and all direct costs that include the level of effort (time and resources) to deliver the services required by the PA.
- Adhere to all procedures (including budgets, time, and staff resources) and ensure that correct documentation is in place.
- Ensure that changes to the SOW are documented and approved by the PA, and that amendments to the contract are issued by the Contracting Authority prior to the work being done.
- Manage on a day-to-day basis all resources working on the development and production of advertising and marketing/partnership materials.
- Work cohesively with colleagues in order to deliver good value for money to the GC on a timely basis.
- Attend client briefings and meetings, and participate in conference calls as required.
- Provide cost reports detailing the monitoring of developing campaigns, budgets and work schedules; produce timely estimates for approval; advise of budget variances.
- Facilitate creative production and ensure all creative elements have the PA's approval prior to production.
- Supervise and report on any work produced by approved sub-contractors.

#### 4.1.2 Account Coordination

The designated resource providing account coordination services will be responsible for the following:

- Provide continuous account support to the PA to deliver all of the advertising components as detailed in the SOW.
- Assist the designated resource responsible for account management in the accomplishment of his roles and responsibilities which include, but are not limited to:
  - Attending client briefings and meetings (upon request);
  - Providing contact reports and budget reports detailing the monitoring of developing campaigns;
  - Providing budgets and timetables;
  - Producing timely estimates for approval;
  - Advising of budget variances;
  - Facilitating creative production.

#### 4.1.3 Partnerships

Partnerships or collaborative arrangements may be sought to increase the visibility and overall success of a GC advertising campaign. These partnerships can take many forms and can include participation from media suppliers.

Within the scope of developing partnerships, on an as required basis and subject to approval from the PA, the designated resource providing partnership or collaborative arrangements development services will be responsible for the following:

- Outline the potential types of partnership(s).
- Develop and propose the objectives, key elements and goals of the partnership(s).
- Identify potential partners.
- Inform the AOR if media suppliers are identified.
- Oversee various aspects of the partnership(s) which may include, but are not limited to:
  - Developing the request for proposal or letter of agreement or other partnership documentation for approval by the PA;
  - Consulting with the AOR on all media elements including evaluation of media opportunities, as required;
  - Distributing the request for proposal or a letter of agreement or other partnership documentation to potential partners, as required;

- Participating in the evaluation of the proposals led by the PA, as required;
- Communicating with partners on behalf of the GC;
- Developing partnership materials for approval by the PA;
- Distributing relevant materials to partners;
- Evaluating partnership activities and briefing the PA on performance and results.

The AOR is the sole agent mandated to negotiate with media suppliers on behalf of the GC. Within this context, the Contractor must contact the AOR to initiate any and all negotiations with media suppliers for media opportunities.

## **4.2 Strategic Services**

### **4.2.1 Strategic Planning and Development**

The designated resource providing strategic planning and development services will be responsible for the following:

- Develop a strategy or communication plan for advertising services to assist in creating public awareness of and/or encouraging a call to action for products, services or issues of the GC, which may require expertise in specific areas as determined in the Contract.
- Work in collaboration with the designated resource providing media strategy and direction to:
  - Provide advice and guidance on the use of new and emerging media, and methods of execution.
  - Use information provided in the SOW and creative brief to prepare the overarching strategy and/or communication plan. The Contractor may also need to provide secondary research and analysis data on which to base advertising strategies and/or communication plans. These can include, but are not limited to:
    - Consumer and market research
    - Target market analyses, proprietary research tools, etc.
  - Detail the objectives, strategies and execution that will be undertaken in the advertising strategy and/or communication plan. It should include measures to assess the effectiveness of the advertising to determine if it meets objectives. It can include:
    - Marketing and advertising objectives
    - Branding
    - Target audience
    - Key messages
    - Creative strategy and concepts (artwork and layout)
    - Recommendation for research and creative pre-testing, as required
    - Budget
    - Timing
    - Rationale
    - Deliverables
    - Indicated actions and next steps
    - Evaluation process
- Ensure the advertising strategy and/or the communication plan are actionable with validated support and ideas that are aligned.
- Ensure the advertising strategy and/or communication plan has signed authorization by the PA prior to implementation.

### **4.2.2 Media Strategy and Direction**

The designated resource providing media strategy and direction services will be responsible for the following:

- Develop media strategies and tactical plans that are rationalized and supported by media analyses and consumer insights.
- Develop media strategies that respond to the objectives of the campaign and optimize cost efficiencies and effectiveness. Consideration of all traditional and non-traditional media channels and their role in the overall advertising strategy and/or communication plan (paid, owned and earned) is essential.
- Work in collaboration with the designated resource responsible for strategic planning and development to:
  - Provide advice and guidance on the use of new and emerging media, and methods of execution;
  - Use information from the creative and media briefs, consumer and market research, media industry research tools (e.g. Print Measurement Bureau, NadBank, Nielsen Media Advisor, Comscore, etc.) and proprietary research to develop media insights to inform the strategy and/or communication plan.
  - Provide the basic components, rationale and research support for the following:
    - Media objectives
    - Target demographics
    - National coverage
    - Campaign timing
    - Media selection
    - Audience receptivity
    - Recommended media weights
    - Media estimates
    - Recommended reach and frequency
    - Media properties
    - Media costs by property
    - Total media budget
    - Media distribution plan
  - Other functions/responsibilities include, but are not limited to:
    - Ensure a close working relationship with the AOR by:
      - Facilitating media plan sign-off. All media plan recommendations must have signed approval by the PA. It is the responsibility of the Contractor to ensure that all media negotiations and placements are only made through the AOR;
      - Briefing the AOR on media plan specifications.
- Develop accurate cost estimates and budget control of all media activities for easy client access and retrieval.
- Analyze and interpret pre-buy reports prior to air date and publication date, to demonstrate the successful execution of the media strategy for the purpose of updating the client on campaign delivery and performance.
- Analyze and interpret post-buy reports on outcome of campaign for the purpose of updating the client on campaign delivery and performance.
- Track hours for time and staff remuneration related to media planning in the same way as the rest of the requirement.

### **4.3 Creative and Production Services**

#### **4.3.1 Creative Direction**

The designated resource providing creative direction services will be responsible for the following:

- 
- Oversee and provide direction on overall quality of all creative elements, concepts, development, and production of all advertising products as well as any marketing/partnership materials developed in support of the advertising products.
  - Work directly with the client institutions and be responsible for designing concepts for GC advertising campaigns and other marketing/partnership needs.
  - Attend client briefings and meetings, and participate in conference calls as required.
  - Assign, direct and supervise all aspects of the production team including copywriting, graphic design, copy editing, proofreading, translation and adaptation, management, and production services.
  - Oversee and provide direction for all creative work produced by sub-contractors.

#### **4.3.2 Graphic Design**

The designated resource providing graphic design services will be responsible for the following:

- Develop creative concepts with copy and artwork, as well as facilitate the production of all creative materials needed to satisfy the objectives contained in the advertising strategy and/or communication plan.
- Create broadcast, digital, out-of-home, cinema, and print advertisements to inform the public of government programs and services.
- Work in collaboration with the designated resource responsible for creative direction to advise the client where and when to use existing assets and when original work may be required.
- Provide a range of creative services that can accommodate highly targeted applications (e.g., business-to-business, health care, science and technology, recruitment, etc.).

#### **4.3.3 Copy Writing (English or French)**

The designated resource providing copy writing services will be responsible for the following:

- Direction and overall quality of all copy elements from concepts to final products, including advertising products and marketing/partnership materials.
- Create new copy and/or provide revisions to existing copy of all materials in both official languages.
- Ensure messaging is consistent with the target audience(s).

#### **4.3.4 Copy Editing (English or French)**

The designated resource providing copy editing services will be responsible for the following:

- Copy editing for a variety of media such as broadcast, digital, out-of-home, cinema, and print.
- Provide copy editing for media in one of the official languages.
- Ensure messaging is consistent with the target audience(s).

#### **4.3.5 Translation and Adaptation**

The designated resource providing translation and adaptation services will be responsible for the following:

- Provide or manage the translation and adaptation of materials in both official languages.
- Provide or manage the translation and adaptation of materials into Aboriginal languages, as and when required.
- Provide or manage the translation and adaptation of materials into ethnic languages, as and when required.

#### **4.3.6 Proofreading (English and French)**

The designated resource providing proofreading services will be responsible for the following:

- Provide proofreading of copy to ensure accuracy.
- Provide proofreading of copy to ensure the proper equivalency is maintained between the two official languages.
- Manage proofreading of materials that have been translated into ethnic/Aboriginal languages, as and when required.

#### 4.3.7 Production Management

The designated resource providing production management services will be responsible for the following:

- Provide production management services for multi-media advertising products such as, but not limited to, broadcast, digital, out-of-home, cinema, and print, as well as marketing/partnership materials
- Ensure production supervision and quality control of materials, including work that is outsourced for broadcast, digital, out-of-home, cinema, and print, as well as marketing/partnership materials.
- Take into consideration creative content constraints including, but not limited to:
  - All television and cinema advertisements must contain the Canada Wordmark as the last image of the advertisement, and the image must remain on the screen for 4 seconds.
  - Approved animation of the flag symbol precedes the static form of the Canada Wordmark in television and cinema advertisements.
  - All television, cinema and radio advertisements must end with the narration: "A message from the Government of Canada" in the language of the advertisement.
  - Approved musical signature (first 4 notes of "O Canada", lasting 1.5 seconds), must play following the audio signature "A message from the Government of Canada".
  - For television and cinema advertisements, the voice-over must be announced over a static screen image of the Canada Wordmark by itself and be at least 2.5 seconds in duration.
  - All digital and print advertisements, including marketing/partnership materials, must contain the appropriate Federal Identity Program (FIP) corporate signature, as well as the Canada Wordmark. To learn more about FIP, please consult the following Web site: [http://www.tbs-sct.gc.ca/fip-pcim/index\\_e.asp](http://www.tbs-sct.gc.ca/fip-pcim/index_e.asp).
- Supply experienced production management services including, but not limited to:
  - Print:
    - Newspaper
    - Magazine
    - Marketing/partnership materials
  - Broadcast:
    - Television
    - Radio
  - Out-of-home:
    - Transit ads
    - Closed circuit / digital advertising
  - Digital:
    - Internet ads
    - Interactive media
    - Ad words
  - Cinema
- Provide production management services including, but not limited to:
  - Accurately estimating costs;
  - Negotiating with production sub-contractors;
  - Establishing contingency plans in case of unforeseen events;
  - Following required tendering processes for sub-contracting;
  - Obtaining legal clearance for intellectual property;
  - Negotiating copyright on behalf of the Crown;
  - Casting, negotiating, contracting and paying talent and residuals; and
  - Obtaining and documenting talent releases.

#### 4.3.8 Production Services

The designated resource providing production services will be responsible for the following, but not limited to:

- Cinema production
- Print production
- Broadcast production:
  - TV and audio production
  - Video and audio duplication
- Digital production
- Out-of-home production
- Marketing/partnership material production

All "Studio Services" including items such as file retrieval, burning CDs, uploads to extranet, mounting and mock-ups, etc., to support the development of advertising and marketing/partnership materials must be included within the production services category of services under the areas of service identified above.

#### **4.4 Media Services**

##### **4.4.1 Media Research**

The designated resource providing media research services will be responsible for the following:

- Research availability of media.
- Research demographics, target audiences, and market trends.
- Research new and emerging media.

##### **4.4.2 Media Planning and Coordination**

The designated resource providing media planning and coordination services will be responsible for the following:

- Develop media plans that respond to the needs of the communication plan and/or advertising strategy objectives including, but not limited to:
  - Campaign timing;
  - Media selection and rationale including:
    - Recommended media placement for television, radio, cinema, print, and digital media;
    - Recommended media placement for out-of-home materials by type of product (e.g., transit posters, billboards, digital screens), and traffic/audience exposure;
    - Media weights and ad size;
    - Media costs;
    - Reach and frequency;
    - Media properties;
    - Media costs by property;
    - Total media budgets by media;
    - Flight plan; and
    - Flow chart of activity and media exposure such as Gross Rating Points (GRPs) and readership.
- Produce all media plans in accordance with the media plan template provided by PWGSC.
- Ensure a close working relationship with the AOR by:
  - Using the appropriate AOR planning cost guides; and
  - Briefing the AOR on media plan specifications.
- Facilitate media plan sign-off. All media plan recommendations must have signed approval by the PA. It is the responsibility of the advertising agency to ensure that all media negotiations and placements are only made through the AOR.
- Develop accurate cost estimates and budget control of all media activities for easy client access and retrieval.
- Develop media plans in compliance with the Official Languages Act.

- 
- Work in collaboration with the designated resource providing media strategy and direction to:
    - Analyze and interpret pre-buy reports prior to air date and publication date, to demonstrate the successful execution of the media strategy, for the purpose of updating the client on campaign delivery.
    - Analyze and interpret post-buy reports on outcome of campaign for the purpose of updating the client on campaign delivery and performance.
  - Review and approve AOR reports and recommendations received periodically and provide timely responses to the client institution via email or revised media plans for implementation.
  - Develop a list of positive and negative keywords and text links.
  - Work in collaboration with the designated resource providing media research to:
    - Research the availability of media;
    - Research demographics, target audiences, and market trends;
    - Research new and emerging media.

#### **4.4.3 Media Distribution (Trafficking):**

The designated resource providing media distribution services will be responsible for the following:

- Compile a list of media distribution (i.e., trafficking) contact information for delivery of creative(s).
- Ensure delivery of creative(s) in proper formats to each media outlet in a timely fashion.

Ad server services are not included in this requirement. This service is covered under contract with the AOR responsible for all services related to ad servers.

### **5. Work and Contract Constraints**

Contractors should be aware of the following constraints that will affect how the work must be done:

#### **5.1 Policies and Acts Constraints**

The GC implements advertising in compliance with procedures and regulations of the Communications Policy of the Government of Canada, the Federal Identity Program Policy (Section 5(6) and Appendix A, sub-sections 3.2, 3.3), the Contracting Policy, the Official Languages Act (Articles 7, 11, 12, 13, and 30), the Multiculturalism Act, Common Services Policy, the Privacy Act, and the Standard on Web Accessibility (see section A.7 - Reference Web Sites).

The Supplier must maintain financial records in support of each government institution's responsibilities under the Financial Administration Act and provide information in support of each government institution's responsibilities under the Access to Information Act. See A.7, Reference Websites.

#### **5.2 Approval Process Constraints**

The Supplier will be receiving requests from PWGSC on behalf of various institutions. The PA identified within each contract will be responsible for providing written approval of all the Contractor's work, receiving all final deliverable materials, and verifying that value for money has been obtained.

The Supplier must submit proposed creative materials for all formats to the PA for written approval. All media plan recommendations must have signed approval by the PA and be issued an ADV number by PWGSC prior to release to the AOR for placement. It is the responsibility of the advertising agency to ensure that all media placements are only made through the AOR.

The approval process will vary within each client institution and may include multiple levels of approvals from several stakeholders. Therefore, the timing of the approval process may impact production schedules.

#### **5.3 Creative Constraints**

Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cz003

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

EP361-13-0020

File No. - N° du dossier

cz003EP361-130020

CCC No./N° CCC - FMS No/ N° VME

---

All television and cinema advertisements must contain the Canada Wordmark as the last image of the advertisement, and the image must remain on the screen for 4 seconds.

Approved animation of the flag symbol precedes the static form of the Canada Wordmark in television and cinema advertisements.

All television, cinema and radio advertisements must end with the narration: "A message from the Government of Canada" in the language of the advertisement.

Approved musical signature (first 4 notes of "O Canada", lasting 1.5 seconds), must play following the audio signature "A message from the Government of Canada".

For television and cinema advertisements, the voice-over must be announced over a static screen image of the Canada Wordmark by itself and be at least 2.5 seconds in duration.

All digital and print advertisements, including marketing/partnership materials, must contain the appropriate Federal Identity Program (FIP) corporate signature, as well as the Canada Wordmark. To learn more about FIP, please consult the following Web site:  
[http://www.tbs-sct.gc.ca/fip-pcim/index\\_e.asp](http://www.tbs-sct.gc.ca/fip-pcim/index_e.asp) .

The PA is to provide any logos to be used.

#### **5.4 Media Planning Constraints**

All media plans produced by the Supplier must be compliant with the Official Languages Act. Furthermore, in line with the Communication Policy, institutions must determine their obligations under Sections 11 and 30 of the Official Languages Act to ensure compliance in all advertising. Moreover, institutions must respect the GC's commitment, stated in Part VII of the Act, to enhance the vitality of official language minority communities. Advertising plans and campaigns must address the needs, concerns and language preferences of such communities. Media buys must include the purchase of advertising space and time in media serving a community's official language minority, be it English or French.

The Supplier must use the media lists provided by, and available from, the AOR.

#### **6. Reference Web Sites**

Public Works and Government Services Canada:  
<http://www.pwgsc.gc.ca>

Communications Policy of the Government of Canada (regarding advertising):  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>

Official Languages Act and Access to Information Act:  
<http://www.justice.gc.ca>

Federal Identity Program:  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>

Contracting Policy:  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>

Multiculturalism Act:  
<http://laws-lois.justice.gc.ca/eng/acts/c-18.7>

Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

File No. - N° du dossier

cz003EP361-130020

Buyer ID - Id de l'acheteur

cz003

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

EP361-13-0020

CCC No./N° CCC - FMS No/ N° VME

---

Common Services Policy:

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12025&section=text>

Privacy Act:

<http://laws-lois.justice.gc.ca/eng/acts/P-21/index.html>

Standard on Web Accessibility:

[Http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601&section=text](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601&section=text)

Solicitation No. - N° de l'invitation

EP361-130020/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cz003

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

File No. - N° du dossier

CCC No./N° CCC - FMS No/ N° VME

EP361-13-0020

cz003EP361-130020

---

**ANNEX "B"**  
**BASIS OF PAYMENT**

Rates for all categories of service (as well as the Key Personnel required in Annex "C") will only need to be submitted during a bid solicitation under the Supply Arrangement - SEE STAGE 2 under Part B, Bid Solicitation.

---

## **ANNEX "C"**

### **TECHNICAL EVALUATION**

#### **C.1 MANDATORY TECHNICAL CRITERIA**

The Supplier MUST meet all the mandatory requirements of the RFP.

##### **C.1.1 EXPERIENCE OF THE SUPPLIER**

The Supplier MUST submit three (3) examples of advertising/marketing campaigns which were completed\* within the last three (3) years of the bid closing date. For each example, the Supplier MUST provide five (5) electronic copies of associated creative samples.

\*Completed advertising/marketing campaign is one for which planning and production have been completed, tactics have been executed, and measured results are known.

##### **C.1.2 KEY PERSONNEL**

The Supplier MUST propose a minimum of two (2) but not more than three (3) resources per key personnel category.

The minimum years of experience for proposed resources per category are:

- Account Management - three (3) years as an Account Director, Senior Account Director or equivalent
- Media Strategy & Direction - five (5) years as a Media Director, Corporate Media Director or equivalent
- Creative Direction - five (5) years as a Creative Director, Executive Creative Director, Group Creative Director or equivalent

**C.1.3** The Supplier MUST comply with the certification requirements as described in Part 5.

## C.2 POINT RATED TECHNICAL CRITERIA

Rated Criteria	Minimum Points Required	Maximum Points
C.2.1. Experience of the Supplier	342	570
C.2.2 Key Personnel	180	300
C.2.3 Management Approach	60	100
C.2.4 Environmental	N/A	30

Suppliers that fail to meet the minimum points in each rated criterion will not be evaluated further and will be considered non-responsive.

The following scoring grid will be used for the evaluation of all rated criteria.

Percentage	Rating Level	Description
80-100%	Strong	<ul style="list-style-type: none"> <li>- The information is comprehensive and provides an excellent picture of what was requested.</li> <li>- Meets all and exceeds many or all the requirements of the capability, expertise or capacity being evaluated. No inherent weaknesses. Distinguish themselves from the norm.</li> </ul>
60-79%	Satisfactory	<ul style="list-style-type: none"> <li>- The information provides a good picture of what was requested. Some aspects are less clear.</li> <li>- Meets most of the requirements of the capability, expertise or capacity being evaluated. Overall, the strengths outnumber the one or two moderate, or several minor weaknesses or deficiencies that are present. The weaknesses pose no important risk to the project.</li> </ul>
40-59%	Weak	<ul style="list-style-type: none"> <li>- The information provides only a partial picture of what was requested and is, therefore, difficult to evaluate.</li> <li>- Meets some of the requirements of the capability, expertise or capacity being evaluated. One or more major weaknesses or deficiencies are present which pose important risk to the project.</li> </ul>
0-39%	Unacceptable	<ul style="list-style-type: none"> <li>- Did not submit enough or the right information to adequately evaluate the requirement.</li> </ul>

### C.2.1 EXPERIENCE OF THE SUPPLIER - REQUIREMENTS AND RATED CRITERIA

What we are looking for:

Demonstration that the Supplier or its senior personnel have developed compelling and insightful creative solutions using a variety of traditional and non-traditional media targeted to a variety of audiences (i.e., different demographic or ethnographic profiles), to solve a variety of business or social issues for their clients (e.g., raise awareness of a product or service, increase sales, promote a healthy behaviour, etc.). And, demonstration that the Supplier has superior production capabilities and has successfully developed and executed campaigns involving multiple communication approaches, including marketing partnerships.

#### EXPERIENCE OF THE SUPPLIER – REQUIREMENT 1:

The Supplier should provide three (3) examples of advertising/marketing campaigns which were completed\* within the past three (3) years of the bid closing date and produced by the Supplier or its

senior personnel. At least one of the examples should include an example(s) of partnerships undertaken to extend the reach or impact of a campaign. For each example provided, the Supplier should follow the Example Template provided at the end of Section C.2.1.

\*Completed advertising/marketing campaign is one for which planning and production have been completed, tactics have been executed, and measured results are known.

### EXPERIENCE OF THE SUPPLIER – REQUIREMENT 2:

The Supplier should provide the following details on their firm's business volume by media:

	Current Year	Previous Year	Previous 2 Years
Estimated % of gross billings allocated to the following media: – TV – Print – Radio – Digital (search, display, etc.) – Out-of-Home – Cinema –Other (specify)			

### EXPERIENCE OF THE SUPPLIER – REQUIREMENT 3:

The Supplier should provide a list of the media industry research tools (e.g., Print Measurement Bureau, Nad Bank, Nielsen Media Advisor, Comscore, etc.) and proprietary research tools to which it has access to develop media strategies and plans.

### EXPERIENCE OF THE SUPPLIER – RATED CRITERIA

The following criteria will be evaluated based on the three examples of advertising/marketing campaigns submitted by the Supplier (EXPERIENCE REQUIREMENT 1).

For criteria **C.2.1.1**, **C.2.1.2** and **C.2.1.3**, the technical score will be calculated by taking an average score obtained for each example. The information requested about media research tools (EXPERIENCE REQUIREMENT 3) will be evaluated under **C.2.1.2**.

For criteria **C.2.1.4**, **C.2.1.5**, **C.2.1.6** the technical score will be evaluated using the information provided in the three examples collectively. The information requested about Business Volume by Media (EXPERIENCE REQUIREMENT 2) will be evaluated under **C.2.1.4**.

#### **C.2.1.1 Strategic Thinking (Solution/Creative Concept) - 110 Points**

The Supplier:

- clearly and succinctly articulated the client's objectives and the role of the Agency;
- demonstrated an in-depth understanding of the product/service/social issue market(s) and target audience(s);
- extrapolated key insight(s) to rationalize creative and media recommendations;
- recommended insightful creative and described why and how the creative idea resonated with and motivated the target audience(s);
- rationalized how the creative examples worked together, and why, to achieve the stated business objective(s).

**C.2.1.2 Strategic Thinking (Media)– 120 Points total ( 20 points based on Media Research Tools from REQUIREMENT 3)**

The Supplier:

- developed a comprehensive approach to recommending specific communications vehicles and in at least one case, the use of partnership(s) to meet the objective(s);
- recommendations were supported by evidence and focused on results; and
- the execution was true to the strategy.

**C.2.1.3 Quality of Creative Materials - 90 Points**

- The production quality of the various elements (e.g., layout, on-screen talents' performance; voice over, sound, animation, art direction, cinematography, overall technical, photography) was technically sound.

**C.2.1.4 Breadth and Depth of Experience with a Range of Media/Channels, Including Partnerships - 100 Points**

- Demonstrated experience in employing a variety of media and channels (e.g., television, radio, cinema, print, out-of-home, digital including mobile and interactive, and partnerships).

**C.2.1.5 Breadth of Experience Targeting Audiences with Various Demographic and/or Ethnic Profiles - 90 Points**

- Demonstrated experience in executing campaigns aimed at a variety of different audiences.

**C.2.1.6 Breadth of Experience Developing Different Types of Campaigns - 60 Points**

- Demonstrated experience in executing different types of campaigns (e.g., with different business objectives and/or in different sectors of activity, etc.).

**EXPERIENCE OF THE SUPPLIER - EXAMPLE TEMPLATE**

The Supplier should: use the headings and sub-headings provided below; use plain language; provide facts and sources; and ensure that creative samples are properly labeled.

EXAMPLE # \_\_\_\_\_

**SECTION I: BACKGROUND INFORMATION**

Agency Name:

Campaign Name:

Client Name:

Campaign Dates:

Geographic Area Covered:

Campaign Budget Range:

\_\_\_ Under \$500K

\_\_\_ \$500K to \$1M

\_\_\_ \$1M to \$2M

\_\_\_ \$2M to \$3M

\_\_\_ \$3M to \$4M

\_\_\_ over \$4M

**SECTION II: SITUATION ANALYSIS (Limit 300 words)**

Describe your client's business requirement, challenge, or opportunity and what your agency was hired to do. Include a description of the product/service/social issue at the heart of the campaign, the market(s) and the target audience(s).

**SECTION III: STRATEGIC THINKING (Limit 700 words)**

Describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client's objectives. This should include: a summary of the key data, information, and/or insights (including specific media research tools, see EXPERIENCE 3) that anchored your strategic recommendations and why; a description of the creative idea; the central message; the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s); and, a summary of the media strategy and why it would meet the objectives.

**SECTION IV: CAMPAIGN EXECUTION (Limit 400 words)**

Describe what communication approaches were used, including partnerships, if applicable, and how all the elements of the campaign worked together. Explain how the creative idea was executed in the various media and illustrate the role of each element and the synergy between them. Summarize the media plan (percentage of budget allocated to each medium, weight levels, and roll-out dates by medium) and the rationale behind it.

**SECTION V: RESULTS (Limit 300 words)**

Summarize the campaign results. Results must be for the entire campaign period and should not only relate to specific peaks where results were the best. Include campaign metrics (key performance indicators) and outcome(s) relative to the benchmarks and the client's business objectives.

**SECTION VI: GENERAL (OPTIONAL) (Limit 300 words)**

Provide any additional information that could be useful in better understanding the outcome of the campaign and the contribution of your company. For example, specific challenges which were identified and resolved, award(s) received for the campaign, etc.

**SECTION VII: CREATIVE SAMPLES**

Provide five (5) digital samples of final versions\* of all related campaign creative materials, (on CD, DVD or flash drive) formatted for viewing in Microsoft Windows to include:

- Image Files - .pdf file type;
- Video Files - QuickTime for Windows - .mov file type - .avi file type/ H.264 compression / 4:3 NTSC (i.e. 640x480) or 16:9 NTSC (i.e. 720x480) / 8Mbps / 16 bit, stereo, 48khz;
- Audio Files -mp3, stereo, 128kbps.

\*Final versions refer to those that appeared in media. Draft creative will not be accepted.

**C.2.2 KEY PERSONNEL - REQUIREMENTS AND RATED CRITERIA**

What we are looking for:

Demonstration that the Supplier has personnel in key service categories with the capability, capacity and expertise to provide the required services and deliverables listed in the Statement of Work.

**KEY PERSONNEL – REQUIREMENT 1:**

For each of the three service categories below, the Supplier should provide a minimum of two (2) to a maximum of three (3) C.V.s of proposed individuals who collectively represent the calibre of the personnel who may be assigned to work on Government of Canada campaigns. Only those individuals who meet the minimum number of years of experience required for each category of service (described in C.1.2) will be evaluated.

The score for each category will be calculated using the average score obtained by each resource.

### Categories of Service

- Account Management;
- Media Strategy and Direction; and
- Creative Direction

The C.V.'s should be limited to two (2) pages and include the following information:

- the proposed category of service for which the individual is being proposed;
- the number of years of experience in the advertising/marketing communications field;
- the number of years of experience in the proposed category of service;
- any professional accreditations, related professional development, and awards;
- proficiency in English and French; and
- three (3) examples of projects in the last three (3) years (as of bid closing date) that demonstrate the individual's expertise in their field. Each example should provide details on the scope and size of the project and the individual's role and contribution.

### KEY PERSONNEL – RATED CRITERIA:

Each individual who meets the minimum number of years in the position will be evaluated on the following:

#### C.2.2.1 Account Management - 100 Points

- Number of years in the advertising/marketing communications field: 3-5 years; 6-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

#### C.2.2.2 Media Strategy & Direction - 100 Points

- Number of years in the advertising/marketing communications field: 5-6 years; 7-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.;
- experience planning national\* campaigns to reach English and French audiences.

\*National campaign is defined as a campaign delivered in at least four regions of Canada. One of these four regions must be Quebec. The regions are: British Columbia; Prairies (Alberta, Saskatchewan, and Manitoba); Ontario; Quebec; Atlantic (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador); and the Territories (Yukon, North West Territories, Nunavut).

#### C.2.2.3 Creative Direction - 100 Points

- Number of years in the advertising/marketing communications field: 5-6 years; 7-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;

- 
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

### C.2.3 MANAGEMENT APPROACH - REQUIREMENTS AND RATED CRITERIA

What we are looking for:

Demonstration that the Supplier can manage competing priorities, assign the required resources to a project, and control budgets, timelines and quality.

#### C.2.3.1 Robust Management Systems - 50 Points

The Supplier should describe how they assign resources to projects and control budgets and timelines; the systems and processes that are in place to manage projects that may require the use of the same limited resources and their approach to acquiring surge capacity; and, their approach to quality assurance.

#### C.2.3.2 Quality Assurance Process for Language and Creative Adaptation - 50 Points

The Supplier should describe the processes that are in place to ensure the quality of creative materials that are translated/adapted from one of Canada's official languages into the other, and into any number of other languages for various ethno-cultural audiences.

### C.2.4 ENVIRONMENTAL CRITERIA - REQUIREMENTS AND RATED CRITERIA - 30 Points

What we are looking for:

Demonstration that the Supplier has environmentally ethical and sustainable business practices.

The Supplier should provide their existing or proposed company-wide environmental statement and mission, including environmental measures undertaken in office operations; and their existing or proposed action plan for materials/equipment sourcing (e.g., intended use of recycled or reused products, waste management strategy, etc.).