



**Request for Proposal (RFP)**  
**Foreign Affairs, Trade and Development Canada**

**SOLICITATION AMENDMENT # 001**

This solicitation amendment # 001 is raised to:

1. Provide answers to bidders' questions in relation to the RFP as detailed in Section 1 below.
2. Amend the Request for Proposal as detailed in Section 2 below.

**Section 1**

**Q1:** We find your mandatory range of M1 and M2 quite narrow considering that agencies have a large breadth and scope of clientele. Since there are TWO parts to this RFP (brand + marketing) to divide these as samples would make sense. Foreign Audience brand / Foreign Audience Marketing ... and same for M2.

*A1: Thank you very much for your comments and suggestions. We have decided to keep the Mandatory requirements as they are right now.*

**Q2:** Is there a specific reason why this RFP was not issued through the existing GOC's Marketing and Communications Supply Arrangement?

*A2: Given the nature of the project and the scope of the work, we want to make this RFP available to a wider number of potential bidders.*

**Q3:** In section 3.1, objective 3, it indicates that you are looking for the development of global messaging including taglines for all and for each target audience described in the scope of work. Could you clarify whether or not you require these to be developed in the relevant country's language of choice or in English only to be language adapted at a later date.

*A3: The messages can be developed in English only. We will adapt and translate at a later date after the completion of this mandate.*

**Q4:** In section 3.2, objective 3, it is also indicated that key messages for all target audiences adapted for the specific countries/ regions in order of importance. Could you clarify whether or not you require these "adapted" in the country's language of choice or whether or in English only to be language adapted at a later date.

*A4: The messages can be developed in English only. We will adapt and translate at a later date after the completion of this mandate.*

**Q5:** Since the department has already selected the target countries, can we presume that relevant research has been conducted in these countries by DFATD and if so, will you share the findings of that research with the winning proponent? Or will the proponent need to conduct research in these target countries in order to develop messaging and the other deliverables?

*A5: In section 5.0, under Task 2, we have planned to provide the winning proponent with market reports from the 6 target countries mentioned in the RFP. We also have other reports that will complement our DFATD market reports such as the Canada's International Education Intelligence Report – 2013-2014 by ICG and a Students insights publications commissioned by Education UK.*

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*Also, as mentioned in 4.9, the contractor may also need to provide secondary research and analysis data on which to base the development of messages and the marketing plan. If other studies are necessary, the Contractor shall advise the Project Authority in the first phase of the contract, providing a business case, including scope and costing.*

**Q6: Would brand development and marketing communications planning case studies for Canadian educational institutions qualify against case studies for "place marketing" or are you specifically looking for province, city, region or country. I ask since the point rated technical criteria focuses on targeting Youth audiences as priority markets and understanding of Canada's competitive nature in the educational sector? Please advise.**

*A6: Brand development and marketing/communications planning for Canadian educational institutions does qualify against case studies for "place marketing" if it is demonstrated that the marketing for this educational institution includes promoting its location.*

**RFP No.** 15-92886

**Date:** September 26, 2014

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**Section 2**

**AT SOLICITATION CLOSES section:**

Delete: Tuesday October 6, 2014

Insert: Tuesday October 14, 2014

ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.