



**RETURN BIDS TO/ RETOURNER LES
SOUMISSIONS À:**

Foreign Affairs, Trade and Development
Canada
Email : spp@international.gc.ca
Attention: Galina Zhukov - SPFP

TITLE - SUJET Brand Refresh and Integrated Marketing Plan	
SOLICITATION NO. – NO. DE L'INVITATION # 15-92886	
AMENDMENT NO.–NO DE MODIF.	DATE September 30, 2014
SOLICITATION CLOSES / L'INVITATION PREND FIN On Tuesday October 14, 2014 at 14:00 hours Eastern Standard Time (EST)	
ADDRESS ENQUIRIES TO – ADRESSER TOUTES QUESTIONS À: GALINA ZHUKOV	
TELEPHONE: 343-203-1317	EMAIL - COURRIEL: GALINA.ZHUKOV@INTERNATIONAL.GC.CA
DESTINATION OF GOODS/SERVICES-DESTINATION DES BIENS/SERVICES See Herein	
VENDOR/FIRM NAME AND ADDRESS – RAISON SOCIALE ET ADRESSE DU FOURNISSEUR/DE L'ENTREPRENEUR Telephone No. - No de telephone.: Facsimile No. – No de telecopieur:	
NAME AND TITLE OF PERSON AUTHORIZED TO SIGN ON BEHALF OF THE VENDOR/FIRM NOM ET TITRE DE LA PERSONNE AUTORISÉE À SIGNER AU NOM DU FOURNISSEUR/DE L'ENTREPRENEUR _____ Signature	Corporate Seal _____ Date

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

SOLICITATION QUESTIONS AND ANSWERS

This solicitation Questions and Answers is raised to:

1. Provide answers to bidders' questions in relation to the RFP as detailed in Section 1 below.

Section 1

Q7: With respect to the submission deadline, which we believe to be 2:00 PM, Monday, October 6th. We would like to inquire if the deadline could be extended to Friday, October 10?

A7: *We changed the due date for October 14th at 14:00.*

Q8: When considering the branding refresh, can you clarify if there is the potential to change the overall brand "Imagine Education au/in Canada" or if we are to consider this as the continued branding for the campaign?

A8: *The mandate is to review, assess and provide recommendations for revision of the existing brand essence, value proposition, vision and mission. These are described on the Brand extranet : www.imagine.cmec.ca. The name "Imagine Education au/in Canada" and the logo cannot change as it is an Official Mark and a Trade Mark in 90 countries.*