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**Québec**  
**K1A 0S5**  
**Bid Fax: (819) 997-9776**

**SOLICITATION AMENDMENT**  
**MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

**Comments - Commentaires**

**Vendor/Firm Name and Address**  
**Raison sociale et adresse du**  
**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> Digital Engagement Services	
<b>Solicitation No. - N° de l'invitation</b> HT399-143551/A	<b>Amendment No. - N° modif.</b> 004
<b>Client Reference No. - N° de référence du client</b> HT399-14-3551	<b>Date</b> 2015-01-13
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-66361	
<b>File No. - N° de dossier</b> cx026.HT399-143551	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2015-01-23</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Standard Time EST
<b>F.O.B. - F.A.B.</b> Specified Herein - Précisé dans les présentes <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input checked="" type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Andruchow(CX Div.), Cassandra	<b>Buyer Id - Id de l'acheteur</b> cx026
<b>Telephone No. - N° de téléphone</b> (613) 993-7846 ( )	<b>FAX No. - N° de FAX</b> (613) 991-5870
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

Solicitation No. - N° de l'invitation

HT399-143551/A

Amd. No. - N° de la modif.

004

Buyer ID - Id de l'acheteur

cx026

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

HT399-14-3551

File No. - N° du dossier

cx026HT399-143551

CCC No./N° CCC - FMS No/ N° VME

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### **Amendment 004**

This amendment is raised in order A) to modify the solicitation closing date and B) to address questions received as of January 6, 2015:

A) At page 1, Solicitation Closes,

Delete : 2015-01-16

Insert: 2015-01-23

B) Questions :

**Question 6:** Are there any specific Health Canada policies regarding communications and marketing towards children and youth that we should be aware of?

**Answer 6:** There are no specific policies regarding communications and marketing towards children and youth. For any question regarding the general policies of the Government of Canada issued by the Treasury Board, you will find information under Annex A – Section 2.2 “Technical, Operational and Organizational Environment”.

**Question 7:** What is your current approach towards communicating with youth?

**Answer 7:** We are not currently communicating to a youth audience. However, we have communicated to them in the past through the DrugsNot4Me campaign which included a Facebook page and a dedicated website.

**Question 8:** Urban Aboriginal communities are often easier to reach than those living on reserve land. What barriers have you had when communicating with those living in rural/ northern communities or traditional territories?

**Answer 8:** As part of the point rated technical criteria R.1.1 Understanding of the Requirement, we are asking Bidders to outline any challenge they think are relevant and provide details to describe the most effective methods to communicate with each of the target audiences. Your question is something that will be discussed with the winning firm during briefings.

**Question 9:** Do you have any existing relationships with important influencers you'd like to continue through this program?

**Answer 9:** We have relationships with other Government of Canada departments.

**Question 10:** How does/ will the digital engagement program integrate or work with other communications and marketing teams and their programs at Health Canada?

**Answer 10:** All social media platforms/programs are used by communications and marketing teams as part of their campaign tactics, if and when the information they seek to communicate is relevant to our audiences.

**Question 11:** On page 35, the RFP refers to digital marketing. Do you have an existing relationship with a digital paid media partner? Additionally, do you expect to have budget to invest in paid media on social and/ or digital channels?

**Answer 11:** Although we don't have specific relationships with a paid media partner, we invest in paid media on our social media channels on a yearly basis.

**Question 12:** Do you envision the role of Account Manager detailed on page 42 of the RFP to be the overall client relationship manager and senior leader on the agency side?

**Answer 12:** Yes

**Question 13:** Each position required has a listed years of experience expectation outlined in the RFP in section M.1. Do those years of experience need to be agency side or do you view years of experience working in government or another organization as equivalent? For example, the Account Manager must have 5 years experience and a degree, or 10 years experience in account management – would you consider experience outside of agency to satisfy that requirement?

**Answer 13:** The experience does not have to be agency specific, but the bidder must clearly demonstrate that the Account Manager has the required years of experience in a role with responsibilities that are equivalent to what is outlined in the Statement of Work - Section "2.1.1 Services Required" (on page 44).

**Question 14:** On page 38, participating in two-way conversation is listed as a function of all Health Canada social channels. Do you do social media community management (e.g. Responding to questions through social channels) with Health Canada resources? Would you anticipate your selected partner to perform some or all of community management services or support?

**Answer 14:** We currently handle the monitoring and moderating of all social media platforms in-house. We do not anticipate the selected firm to perform community management in the near future

**Question 15:** As part of the requested deliverables regarding the experience of the firm, video examples are requested. What is the preferred format for this deliverable?

**Answer 15:** We would appreciate receiving the video in a universal format which can easily be played using Windows 7.

**ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION REMAIN THE SAME.**