

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
Bid Receiving - PWGSC / Réception des soumissions  
- TPSGC  
11 Laurier St. / 11, rue Laurier  
Place du Portage, Phase III  
Core 0B2 / Noyau 0B2  
Gatineau  
Québec  
K1A 0S5  
Bid Fax: (819) 997-9776

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

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

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

Comments - Commentaires

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

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

<b>Title - Sujet</b> Digital Engagement Services	
<b>Solicitation No. - N° de l'invitation</b> HT399-143551/A	<b>Amendment No. - N° modif.</b> 006
<b>Client Reference No. - N° de référence du client</b> HT399-14-3551	<b>Date</b> 2015-01-15
<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> Fuseau horaire 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> Raison sociale et adresse du fournisseur/de l'entrepreneur	
<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> (type or print) <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/ 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.

006

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 006**

This amendment is raised in order A) to address questions received as of January 13, 2015, B) to modify Mandatory Technical Criteria M.2 Experience of the Firm, C) to increase the limitation of expenditure, and D) to modify the Statement of Work (SOW) to include additional work required prior to March 31, 2015:

A) Questions:

**Question 17:** One of the requirements of Mandatory Technical Criteria M.2. Experience of the Firm is to provide a letter of reference from the client (M.2.2) for each digital engagement project sample submitted. If the client for the project we are submitting is unwilling to provide us with a reference letter for the project, would Canada consider an alternative?

**Answer 17:** Please note that Mandatory Technical Criteria M.2.2 is being removed.

B) At Part 4 – Evaluation Procedures and Basis of Selection, M.2 Experience of the firm, AND Annex C Evaluation Grid, M.2 Experience of the firm,

DELETE: **M.2.2** The Bidder must provide a letter of reference for each digital engagement project sample submitted. Each letter of reference must be from the client for the digital engagement project sample and must be addressed to the Bidder. The letter of reference must indicate the client's satisfaction with the performance of the Bidder.

C) At Part 6 – Resulting Contract Clauses, 6.7.2 Limitation of Expenditure – Cumulative Total of all Task Authorizations

DELETE: in its entirety

INSERT: **6.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations**

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$1,382,000.00. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
  - a. when it is 75 percent committed, or
  - b. four (4) months before the contract expiry date, or
  - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

D) At Annex A Statement of Work, 2.1.2 Deliverables,

**DELETE: i.) The initial task authorizations will include:**

- 1) The delivery of a report on:
  - Environmental Scan, analysis of competition and best practices
  - Research and social media listening for all 3 target audiences
  - Analysis of our Healthy Canadians social media channels (Facebook, Twitter, Pinterest)
  - Assessment of our analytics
  - Short-term strategy (1-2 years) to optimize our social media presence.
- 2) The delivery of a report on:
  - Review of current analytics process,
  - Analysis of our reporting needs
  - Approach for analytics for Healthy Canadians social media suite (Facebook, Twitter, Pinterest, Youtube), the Healthy First Nations and Inuit Facebook page and the Youth Facebook page.

**These two reports will be due on March 31<sup>st</sup>, 2015.**

**INSERT: i.) The initial task authorizations will include for March 31<sup>st</sup> 2015:**

- 1) The delivery of a report on:
  - Environmental Scan, analysis of competition and best practices
  - Research and social media listening for all 3 target audiences
  - Analysis of our Healthy Canadians social media channels (Facebook, Twitter, Pinterest)
  - Assessment of our analytics
  - Short-term strategy (1-2 years) to optimize our social media presence.
- 2) The delivery of a report on:
  - Review of current analytics process,
  - Analysis of our reporting needs
  - Approach for analytics for Healthy Canadians social media suite (Facebook, Twitter, Pinterest, Youtube), the Healthy First Nations and Inuit Facebook page and the Youth Facebook page.
- 3) Conceptualization, design and production, layout (from drafts to final), of creative materials for the following social media platforms:
  - [Healthy Canadians Facebook](#)
  - [Healthy Canadians Twitter](#)
  - [Healthy Canadians Pinterest](#)
  - [Healthy First Nations and Inuit Facebook](#)

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