

**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> Advertising Technology Provider		
<b>Solicitation No. - N° de l'invitation</b> EP361-150005/A		<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> EP361-15-0005		<b>Date</b> 2015-03-23
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-008-66975		
<b>File No. - N° de dossier</b> cz008.EP361-150005	<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 2015-04-22</b>		<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>		
<b>Address Enquiries to: - Adresser toutes questions à:</b> Granger, Dominique		<b>Buyer Id - Id de l'acheteur</b> cz008
<b>Telephone No. - N° de téléphone</b> (613) 990-4033 ( )		<b>FAX No. - N° de FAX</b> (613) 949-1281
<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

EP361-150005/A

Amd. No. - N° de la modif.

001

Buyer ID - Id de l'acheteur

cz008

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

EP361-15-0005

File No. - N° du dossier

cz008EP361-150005

CCC No./N° CCC - FMS No/ N° VME

---

## Amendment 001

### **Question 1**

As a digital marketer, how do you see Government of Canada use the programmatic space, specifically relating to Demand Side Platform and Data Management platform?

### **Answer 1**

The media environment has evolved substantially over the past five years, specifically, since the last procurement process was undertaken (Agency of Record), which included all related technology services. Since this mandate has been awarded, the Government has started integrating the programmatic space over the past two years, and year-over-year share has slightly increased. The use of data up has been limited, mostly due to current systems and processes established by the Government. Privacy and brand safety are important concerns. There are opportunities for improvements, but new processes are required to establish a clear framework on how the use of data. A flexible environment is required while retaining control of actions and data management. The Government has a responsibility to ensure that advertising data is collected, used, stored and disposed of in manners consistent with Canadian privacy regulations and industry best practices. This is an important part of the objectives of the new Advertising Technology Provider mandate.

### **Question 2**

What is the Government of Canada's view on movement from digital direct planning and execution to programmatic through Private Marketplace? Is there an established forecast of digital activity movement for the next three years?

### **Answer 2**

Brand safety and impression fraud are important concerns for the Government of Canada. The Private Marketplace seems to provide the required ingredients to ensure a safe environment. It is impossible to predict the Government's future use of the programmatic space; however, the Private Marketplace seems like a favorable environment. That being said, there is no established forecast of digital activity movement for the next three years.

### **Question 3**

Is there a preference on meeting schedule as it relates to relationship between the ATP and Government of Canada? Is there a reporting schedule established and already in place?

### **Answer 3**

No. There is no preference on a meeting schedule and no reporting schedule has been established. This will be discussed once the contract is awarded.

### **Question 4**

Can you help us understand the activity differences between front half and back half of the year? From the examples provided on page 35, it seems that Government of Canada execution

happens largely in front half of the year and is fairly consistent – can you further elaborate of the digital execution schedule provided in the RFP?

#### **Answer 4**

Activities are planned and reported on based on the Government of Canada's fiscal framework, e.g., 2012-13 represents from April 1<sup>st</sup>, 2012, to March 31<sup>st</sup>, 2013. Based on historical practices, a third of activity volume tends to take place in the front half (April to September) and the remainder in the back half (October to March). February and March are often the months with the highest activity volume. This trend generally applies to all media.

#### **Question 5**

In the RFP document, Government of Canada mentions message sequencing and dynamic creative as forms of digital execution. Will the Government of Canada be interested in moving from sequencing to dynamic creative in general or will it be designed on a one by one basis. Is there a POV on digital creative progression for the Government of Canada?

#### **Answer 5**

At this point, the Government of Canada has not used message sequencing and dynamic creative in digital campaign executions. These were included as potential options that may be considered in the future. No interest has been expressed by the Government at this time to move from sequencing to dynamic creative in general. This would be determined on a case-by-case basis, as part of the media planning process.