

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

Title - Sujet Advertising Technology Provider	
Solicitation No. - N° de l'invitation EP361-150005/A	Amendment No. - N° modif. 003
Client Reference No. - N° de référence du client EP361-15-0005	Date 2015-04-02
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-008-66975	
File No. - N° de dossier cz008.EP361-150005	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-04-22	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Granger, Dominique	Buyer Id - Id de l'acheteur cz008
Telephone No. - N° de téléphone (613) 990-4033 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

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

Solicitation No. - N° de l'invitation

EP361-150005/A

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

EP361-15-0005

Amd. No. - N° de la modif.

003

File No. - N° du dossier

cz008EP361-150005

Buyer ID - Id de l'acheteur

cz008

CCC No./N° CCC - FMS No/ N° VME

Amendment 003

Solicitation No. - N° de l'invitation
EP361-150005/A
Client Ref. No. - N° de réf. du client
EP361-15-0005

Amd. No. - N° de la modif.
003
File No. - N° du dossier
cz008EP361-150005

Buyer ID - Id de l'acheteur
cz008
CCC No./N° CCC - FMS No./N° VME

This amendment is raised to answer questions from bidders.

Question 8

Is the Government of Canada looking for DSP/DMP, more specifically can we use a 3rd party DSP/DMP or you require a platform to be created?

Answer 8

The mandate doesn't require that platforms be created. ATP services may be provided through a joint venture involving a 3rd party. What is required is that all platforms and collected data reside in Canada. Also, in Part 5 - Certifications, item 5.1.3.7 Computing Infrastructure Capabilities, it is a mandatory requirement that the bidder certifies that the Ad server, the DMP and the DSP are in place.

Question 9

Canadian hosting of data, can you please elaborate on what the specific need is here?

Answer 9

This would include campaign data from display advertising, search engine marketing and paid social media. It could also include other related data such as data received from departmental websites, measurement tools and AOR systems, to provide additional campaign insights.

Question 10

Are you looking for self-serve capabilities regarding reporting & trafficking campaigns or full serve (or a combination of the two options)?

Answer 10

The ATP will manage the platforms. The AOR will develop the media plans including buying and trafficking instructions for the ATP. Media plans will be included with all ATP work authorizations. If additional instructions are required, the ATP will generally be briefed by the AOR and the Program Authority, as required. Generic reporting templates will be developed at the onset of the ATP contract, in collaboration with the Program Authority and the AOR. Campaign reporting set up, including any tailoring that may be required to meet specific campaign objectives (as generally set out in media plans), will be done by the ATP. New processes will be required regarding reporting and trafficking, roles and responsibilities, to ensure that campaigns are executed seamlessly.

Question 11

Does the DSP have to be standalone for the Government of Canada? That is, can the ATP run campaigns for different advertisers through the same instance or does the ATP have to have one specific instance that is only used for the government campaigns?

Answer 11

The DSP, as well as other platforms, don't have to be standalones, i.e. dedicated to the Government of Canada. The platforms can be used by the ATP for different advertisers. What is required is that the data collected and stored by the ATP under this mandate only be accessible by authorized users, in accordance with the Contract.

**ALL OTHER CLAUSES AND CONDITIONS OF THIS REQUEST FOR PROPOSAL
REMAIN UNCHANGED**