



THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

December 11, 2015

Office of the Secretary to the Governor General - Solicitation No.:OSGG-BSGG-15-1503

Request for Proposal (RFP)

Brand Strategy and Outreach Plan

Questions and Answers

The following shall be read in conjunction with and shall form an integral part of the Request for Proposal (RFP).

QUESTION 1

Would you be open to receiving proposals from outside of the area?

Answer 1

Any Creative Agency from across Canada that meets the mandatory technical requirements is encouraged to submit a proposal.

QUESTION 2

Could you clarify if the components of this RFP are solely the Branding and the Outreach Plan, not necessarily the Outreach itself? If there is outreach as well, could you identify for what length of time is there an expectation for us to be following through on our plan of communications and outreach?

Answer 2

All project deliverables need to be executed between the awarding of the contract and December 2016.

The extent to which outreach is undertaken by the Creative Agency following the development of the Branding Strategy and Outreach Plan will depend on the timeframes and budgets proposed by the Creative Agency. Certain outreach elements will be implemented by the Creative Agency prior to December 2016, the costs of which will be covered by the Creative Agency as part of the contract.

QUESTION 3

Could you clarify that you are open to receiving responses via e-mail?

Answer 3

As per the instruction detailed under Part 3 of the Request for Proposal; Bidders are to submit their proposal in PDF format via email at OSGGContracts@gg.ca by the bid closing date and time. No hardcopy are required.

QUESTION 4

A - Is there a separate budget for media? Or is a media buy included in the \$140,000?

B - Sec. 4.5.2, 6.7.1.1 Does the maximum funding include all out-of-pocket expenses like colour copies, couriers, as well as all travel/accommodation-related expenses?

Answer 4

A - The costs associated with the development and implementation of the Brand Strategy and Outreach Plan are included in the maximum funding available for the Contract (\$140,000). Depending on the strategy chosen by the Contractor, these costs could include: media buys, colour copies, courier fees and travel/accommodation expenses.

B - The costs associated with the development and implementation of the Brand Strategy and Outreach Plan are included in the maximum funding available for the Contract. Depending on the strategy chosen by the Contractor, these costs could include: media buys, colour copies, courier fees and travel/accommodation expenses.

QUESTION 5

Can you please confirm that no resumes are required as a part of our submission?

Answer 5

As specified in the Mandatory Technical Criteria in section 4.0 of the Statement of Work, résumés are not required as part of the submission, however, the Contractor must demonstrate a minimum of three projects within the last 7 years in developing and implementing national, bilingual outreach and branding strategies. For greater detail on what information must be provided to meet that criteria, please refer to MT1 of the Mandatory Technical Criteria.

QUESTION 6

On Page 22 of the RFP, Section 2.2.1., you state that an objective is to “brand the MSD civil division program by creating a unique identity and creative material that inspires Canadians by making it relevant to them on a personal level.” Can you please define what you mean by “creative material”? Do you also include messaging in your definition of “creative material”?

Answer 6

As specified in section 5.1.5 of the Statement of Work, creative material may include (but are not limited to):

- A brand strategy that includes positioning and a vision for the program (which will then inform a communications plan)
- Messaging
- A visual identity/ look and feel (no logo as the program has an image and is associated with the [Viceregal lion](#))

- Website and social media content (writing copy, visual and creatives)

QUESTION 7

On Page 22 of the RFP, Section 2.2.4 you state that an objective is to “create an outreach plan with communications strategies that celebrates excellence in order to tell the stories of MSD recipients and stimulate more nominations.” Please advise the extent and content of the "outreach plan with communications strategies" that is contemplated in this RFP. In other words - are you looking for a plan only or a plan fully executed? To what extent do you see this execution?

Answer 7

All project deliverables need to be executed between the awarding of the contract and December 2016.

There may be elements of the Outreach Plan that can be executed by the OSGG when resources are available (for example: social media content, media relations, event support, etc.). Other elements of the Outreach Plan that extend beyond December 2016 will be executed by the OSGG.

QUESTION 8

Please confirm you are asking for the following:

- A brand strategy for this program which includes a positioning and a vision for this program, which will then inform a communication plan
- A visual identity and look and feel that will then be developed to support a communication rollout of specific promotional material.

Answer 8

As specified in section 5.1.5 of the Statement of Work, creative material may include (but are not limited to):

- A brand strategy that includes positioning and a vision for the program (which will then inform a communications plan)
- Messaging
- A visual identity/ look and feel (no logo as the program has an image and is associated with the [Viceregal lion](#))
- Website and social media content (writing copy, visual and creatives)

QUESTION 9

Can the proposal be submitted in French?

Answer 9

Yes, bidder can submit their proposal in one of the official languages (English or French) of their choosing.

QUESTION 10

A – Is it necessary to submit certifications if we have already submitted them for other competitive processes?

B – By submitting a proposal, is it assumed that we are already certified or are there specific forms to be signed and executed?

Answer 10

A – Certifications must be submitted with each bid submission as per the instructions detailed in the RFP.

B – As per Part 5 – Certifications, Bidders must certify their understanding and provide the required certifications and associated information.

QUESTION 11

Have any other agencies been invited to submit proposals? If so, how many and which ones?

Answer 11

The Request for Proposal (RFP) is an open competitive process published on the Government of Canada Tenders on Buyandsell.gc.ca. Any supplier who deem themselves responsive can present a proposal to the OSGG. Therefore, no list exists.

QUESTION 12

Once the proposal has been submitted, what are the next steps? When will we be notified of the results?

Answer 12

The successful Contractor will be notified within two (2) weeks of the RFP closing date. As per section 5.1.3 of the Statement of Work, a presentation of the initial brand strategy and direction is expected to be delivered to the Project Authority, based on the suggested schedule within the Contractor's proposal.

QUESTION 13

If selected, will we be required to do a presentation?

Answer 13

Over the course of the contract, an in-person meeting is required (as per section 5.5 of the Statement of Work) for the presentation of the final project deliverables. It is expected that the Contractor identify other key milestones in the project schedule where in-person meetings would be beneficial: we suggest between 1 and 3 in-person meetings in addition to the presentation specified above.

QUESTION 14

It says that previous projects must be national in scope. Can we include North American projects?

Answer 14

National, bilingual outreach strategies can refer to pan-Canadian or North American projects, however, bilingual strategies must be in both official languages.

QUESTION 15

Can we include projects for various clients including the OSGG, if applicable?

Answer 15

In order to meet the Mandatory Technical Criteria, Creative Agencies may use any project reference that they feel best describes their experience in developing and implementing national bilingual Outreach and Branding Strategies.

QUESTION 16

How can we show the creatives associated with previous projects? Can we include images and/or videos?

Answer 16

The Contractor may submit images, videos and other presentation formats as part of their proposal.

QUESTION 17

What is the duration of the project? Will deliverables be required over the year?

Answer 17

All project deliverables need to be executed between the awarding of the contract and December 2016.

QUESTION 18

For the branding work, can you confirm whether a logo and brand identity need to be developed, or simply creative material for the content?

Answer 18

As specified in section 5.1.5 of the Statement of Work, creative material may include (but are not limited to):

- A brand strategy that includes positioning and a vision for the program (which will then inform a communications plan)
- Messaging
- A visual identity/ look and feel (no logo as the program has an image and is associated with the [Viceregal lion](#))
- Website and social media content (writing copy, visual and creatives)

QUESTION 19

Can you clarify whether nominations are made solely by individuals or whether they can be made by organizations? If the latter, which organizations would be specifically targeted? (e.g. social agencies, research firms)

Answer 19

For any questions about the program, nomination process or eligibility, please refer to the [Frequently Asked Questions](#) that were recently posted to www.gg.ca/msd.

Please also refer to the applicable documents that are provided as part of the Statement of Work, namely the Fact Sheet on the Meritorious Service Decorations (Civil Division).

QUESTION 20

What is the current nomination process, and is there an intention to change it? At what level?

Answer 20

For any questions about the program, nomination process or eligibility, please refer to the [Frequently Asked Questions](#) that were recently posted to www.gg.ca/msd.

QUESTION 21

Is it possible to obtain more information on the significance of an individual's remarkable achievements accomplished over a limited period of time with respect to decorations?

Answer 21

For any questions about recent recipients and their accomplishments, please refer to the [media advisory](#) that was issued on December 8, 2015 announcing the upcoming presentation ceremony on December 11 at Rideau Hall.

QUESTION 22

Is it possible to obtain more information on decorations “given for contributions in any field of endeavour”? Does the award recognize only those individuals with accomplishments that fall within the skill set of their particular field? If so, are there restrictions with respect to eligible areas of expertise?

Answer 22

For any questions about the program, nomination process or eligibility, please refer to the [Frequently Asked Questions](#) that were recently posted to www.gg.ca/msd.

QUESTION 23

Is there any additional information to explain why the MSD was suspended and recently re-established?

Answer 23

No, this subject will be covered during the initial meeting between the Contractor and the OSGG after the contract is awarded.

QUESTION 24

Does “create a flagship program” mean that the MSD campaign should raise awareness of all honours programs?

Answer 24

As per section 2.3.7 of the Statement of Work, the objective of the renewed MSD (Civil) is to create a flagship program of the Chancellery of Honours and increase the number of nominations submitted annually. Therefore, the Brand Strategy and Outreach Plan should focus on the MSD (Civil) and not on other Canadian Honours programs.

QUESTION 25

At section 6.2.1 of Annex A, Statement of Work. How many in-person meetings are expected/anticipated by OSGG?

Answer 25

Over the course of the contract, an in-person meeting is required (as per section 5.5 of the Statement of Work) for the presentation of the final project deliverables. It is expected that the Contractor identify other key milestones in the project schedule where in-person meetings would be beneficial: we suggest between 1 and 3 in-person meetings in addition to the presentation specified above.

QUESTION 26

At section 6.5.2 of Part 6 – Resulting Contract Clauses of the tender document. Will the Project Authority have final approval of any/all work presented by the Contractor? If not, will the Contractor be expected to participate in the approval process as it proceeds up the chain of command?

Answer 26

The Project Authority will have final approval of all work presented by the Contractor.

QUESTION 27

At section 2.1.1 of Annex A, Statement of Work. The scope of this contract is limited to the civil division of the Meritorious Service Decorations (MSD). Why is the branding of the MSD limited to the civil division and not the whole MSD?

Answer 27

The Military Division of the MSD program is not considered within the scope of work for this Statement of Work because it is managed through a separate process at the Department of National Defense. The Military Division of the MSD program is not open to public nominations.

QUESTION 28

At section 6.1.1, of Annex A, Statement of Work. Will the OSGG provide the hierarchy of all GG awards and medals and how/where/why the MSD resides within this hierarchy?

Answer 28

The Order of Precedence for the Canadian Honours System (including the Meritorious Service Decorations) is available at: <http://www.gg.ca/document.aspx?id=14979&lan=eng>.

QUESTION 29

At section 5.1.1 of Annex A, Statement of Work, How much “production and implementation” is expected as part of the deliverables? For instance, how many videos and “other promotional materials” are expected to be produced as part of the deliverables? What are the “other promotional materials”?

Answer 29

The extent to which outreach is undertaken by the Creative Agency following the development of the Branding Strategy and Outreach Plan will depend on the timeframes and budgets proposed by the Creative Agency. Certain outreach elements will be implemented by the Creative Agency prior to December 2016, the costs of which will be covered by the Creative Agency as part of the contract.

QUESTION 30

At section 5.1.1 of Annex A, Statement of Work. Can you quantify or specify more details around the request for “website content” and “social media content”, in order to provide accurate fees?

Answer 30

As specified in section 5.1.5 of the Statement of Work, creative material may include (but are not limited to):

- A brand strategy that includes positioning and a vision for the program (which will then inform a communications plan)
- Messaging
- A visual identity/ look and feel (no logo as the program has an image and is associated with the [Viceregal lion](#))
- Website and social media content (writing copy, visual and creatives)

There may be elements of the Outreach Plan that can be executed by the OSGG when resources are available (for example: social media content, media relations, event support, etc.). Other elements of the Outreach Plan that extend beyond December 2016 will be executed by the OSGG.

QUESTION 31

How are the award ceremonies organized?

Answer 31

For any questions about recent recipients and their accomplishments, please refer to the [media advisory](#) that was issued on December 8, 2015 announcing the upcoming presentation ceremony on December 11 at Rideau Hall.

QUESTION 32

Is there only one ceremony each year, as with the Governor General's Innovation Awards, or are there several ceremonies throughout the year and at various locations?

Answer 32

Presentation ceremonies for the MSD (Civil Division) will take place a few times a year at Rideau Hall, in Ottawa, as well as throughout the year during regional presentations across the country. For an example of a ceremony at Rideau Hall, please see the [media advisory](#) announcing the December 11, 2015 presentation ceremony.

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