



THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

December 21, 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).

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**Question 1**

In section 2.2.2 and section 2.2.3, the RFP mentions the objectives around the outreach strategy, can you provide more details on the target audiences that are central to this initiative?

**Answer 1**

With reference to the Objectives stated in section 2.2 of the Statement of Work, the targeted audience is all Canadians, both potential recipients and nominators. Both Canadians and non-Canadians are eligible for this honour. The strategy will be an important part of narrowing down the targeted audiences.

**Question 2**

In terms of the Outreach plan, what is the typical media spend for these types of initiatives, split across all platforms - traditional, digital and experiential?

**Answer 2**

No benchmarks or points of reference currently exist in terms of media buys because coverage of OSGG programs is primarily through earned media. The contractor must evaluate the objectives outlined in the Statement of Work and propose an Outreach Plan accordingly.

**Question 3**

Assuming that there is a media budget to support the Outreach plan for this initiative, is the awarding of the media contract included within this pitch?

- In other words, do you have a pre-selected media planner/buyer or can the agency recommend one as part of our service offerings?

**Answer 3**

The awarding of the media contract should be included in this pitch – there is no pre-selected media agency, planner or buyer associated with the OSGG.

**Question 4**

Are there geographic considerations outside of capturing Ontario/Quebec (i.e., do all the provinces need to get equal representation or is it acceptable to base support on population)?

**Answer 4**

These decorations are based on merit – there are no quotas or pre-set objectives per region.

**Question 5.**

In terms of the budget, can we assume that this \$140K budget is only for the brand strategy, outreach plan and the development of the creative concept? That is to say that this budget does not include production costs like photography, printing, video editing etc - as these elements would be the developed to fit the approved media plan.

**Answer 5**

As per previous answers in round 1 of questions, the budget is all-inclusive. (Answer 4)

**Question 6**

Is there a particular timeline for which we are aiming for media communications to begin?

**Answer 6**

The timeframe for media communications should be proposed in the work plan by the Contractor.

As per previous answers in round 1 of questions, all project deliverables need to be executed between the awarding of the contract and December 2016. (Answers 2, 7 and 17)

**Question 7**

What are the marketing plans for the promotion of the other awards managed by the OSGG and how is this plan supposed to fit with that?

**Answer 7**

As per the answer provided in the first round of questions and answers, this should be considered a standalone exercise.

**Question 8**

From an outreach and research perspective, who are the various stakeholders that you will want to consult with during the development phase?

And, do you have their email or phone contact information?

**Answer 8**

The Project Authority will identify the required stakeholders for consultation during the development phase of the project after the contract has been awarded and an initial work plan has been agreed upon.

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