



Canadian Tourism
Commission

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Negotiated Request For Proposal DC-2016-NK-04 Global Strategic Marketing Agency Addendum #1

NRFP #DC-2016-NK-04 Global Strategic Marketing Agency

Close Date/Time:

July 29, 2016
14:00 hours
Pacific Time

Issue Date: July 22, 2016 **From:** CTC Procurement

To: All Vendors **E-mail:** procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted NRFP as of July 20, 2016.

Q1. Section A.1 – “one or more Global Strategic Marketing Agency” Does this mean that more than one agency could be chosen as a result of this RFP? Do you have details on how the work would be split up if this is the case?

Answer: Please see Section H.20. Destination Canada is looking for an agency who can deliver on our business objectives in as many of our markets as possible. However, always at the forefront of innovation, we do want to be able to retain an agency on a roster for specific projects that may require niche or market expertise that either adds value or leads a key project.

Q2. Section B.2.1 - When will we receive the specific questions for the in-person interview?

Answer: In-person interview questions will be sent with the invitation to the proponents who are shortlisted.

Q3. Section B.4.2 – Will DC watch videos within the proposal if they are submitted as part of the answers to the Agency Questionnaire?

Answer: Yes

Q4. Section B.2.1 - Can you share a breakdown of how agencies will be specifically evaluated on the answers to the questionnaire? Are some questions weighted more heavily than others? Is one section weighted more heavily than the others?

Answer: CTC Procurement has a formal methodology to conduct evaluations and presentations in an equal and impartial way.

Q5. The RFP references a parallel RFP being issued to identify your next media agency. Where can we find this RFP? Has it been posted yet?

Answer: Please see buyandsell.gc.ca website under DC-2016-NK-05.

Q6. Does DC have a CRM software tool?

Answer: ExactTarget

Q7. With respect to E.1.6 ("*Please tell us about your agency's capacity. What are your estimated total agency billings for 2016?*"), would DC accept 2015 numbers?

Answer: Yes.

Q8. With respect to E.1.9 ("*Please overview the lead team who will be assigned to our account, indicating each person's: title; role; responsibilities; experience/qualifications; location; and if key members will not be full-time on DC's account, please indicate the proposed percentage of their allocated time*"), given the amount of content in this question would DC accept an answer longer than 1 page / 500 words?

Answer: Yes

Q9. The RFP document states all correspondence should be done in 12pt font. Can we use smaller fonts on supporting materials, such as tables and graphs?

Answer: Yes