



CANADIAN MUSEUM FOR  
HUMAN RIGHTS

MUSÉE CANADIEN POUR LES  
DROITS DE LA PERSONNE

# Request for Proposal

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## Marketing Services Agency

Solicitation No: CMHR 2016-06

### **Addendum #1**

#### **Addendum Item 1**

**NRFP CMHR 2016-06 SECTION 4.2 EXPERTISE AND EXPERIENCE C) PREVIOUS WORK, currently reads:**

c) Previous Work Proponents should provide links and descriptions of work they have done with other clients that showcase their capabilities and qualifications as they relate to this NRFP. Included will be examples of brand and graphic standard development and/or implementation, creative briefs/messaging statements, multi-platform marketing campaigns. A list of reference projects should be provided with the following information:

- Brief description of the project/services
- Name of client
- The year the work was done and/or the term of the project/services
- Nature and scope of the work performed highlighting the similarities to this project/these services
- Team members that worked on the project/services, their roles and responsibilities
- Approximate value of the work to understand complexity/size of the project/services
- Approximate hours charged to understand value as it compares to complexity/size of the project/services.

Proponents that make the short list will be invited to an interview, where they will be given the opportunity to present examples of their work in greater detail and demonstrate their approach to developing client-centric solutions. During the interview, Proponents will have the opportunity to discuss their Promise of Value with some of the key CMHR stakeholders.

**NRFP CMHR 2016-06 SECTION 4.2 EXPERTISE AND EXPERIENCE C) PREVIOUS WORK, is changed to read:**

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## **Addendum Item 2**

### **RFP CMHR 2016-06 APPENDIX 1, SCOPE OF WORK AND DESCRIPTION OF SERVICES, SUMMARY SECTION, currently reads:**

#### **APPENDIX 1.0**

#### **SCOPE OF WORK AND DESCRIPTION OF SERVICES**

##### **A) SUMMARY**

In its first 18 months of operation, the Canadian Museum for Human Rights (CMHR or Museum) has established itself as a destination of choice for visitors to the city and those living within Winnipeg and a two-hour radius. Within Manitoba, there is blanket awareness of the Museum and its existence<sup>1</sup>, with a large majority of people indicating a strong desire to visit.<sup>2</sup> Nationally and internationally, our marketing efforts are directed through our partnerships with Tourism Winnipeg, Travel Manitoba and Destination Canada. Tourism to Winnipeg and Manitoba continues to increase<sup>3</sup> and we want to ensure that visiting the Museum drives visitation to our city and province. The CMHR has an established metanarrative that guided the development of the Go to Market (GTM) strategy, including a brand-positioning statement (“Inspiring Encounters with Human Rights”) and a brand call-to-action (Be Inspired). In addition, the CMHR has established graphic standards that reflect our commitment to inclusivity and accessibility through all aspects of the organization, bilingualism and the Museum’s general aesthetic, recognizing that we are a national museum.<sup>4</sup>

As we prepare to enter our second full year of operations, we have begun the work of developing an audience segmentation strategy and identifying gaps/opportunities in our existing marketing efforts. As the Museum further invests in marketing, we are also looking at shifting our paid media mix to reflect overall industry trends, to a more digitally based approach.<sup>5</sup>

The Museum is now ready to engage an Agency to work with us as we move towards marketing excellence.

Scope of Work will include:

1. Review of all relevant material (to be provided by CMHR) including:
  - Existing market research
  - 2015-16 print, radio, digital, direct and exterior marketing samples
  - Existing creative brief process
  - Existing graphic and brand standards
  - CMHR metanarrative
  - Examples of visitor testimonials (captured internally and through sites such as TripAdvisor)
2. Test existing brand-positioning statement, call-to-action and ads, and develop recommendations to move the Museum forward in connecting with potential visitors. This will include:
  - Tracking existing brand positioning (Inspiring Encounters with Human Rights/Be Inspired) against visitor experience/feedback.
  - Review graphic standards against marketing objectives.

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<sup>1</sup> Awareness survey, April 2016, attached.

<sup>2</sup> Barriers to visitation survey, November 2015, attached.

<sup>3</sup> Travel Manitoba figures show U.S. residents entering Manitoba up 13.1% in 2015, while figures from Tourism Winnipeg indicate overnight travel to Winnipeg is forecast to grow faster than the national rate for the next two years.

<sup>4</sup> Brand standards manual, attached.

<sup>5</sup> Marketing strategy for 2016-17, attached.

3. Develop and test suite of ads targeted at distinct audience segments within the local market. This will include:
  - Billboard, magazine/print, radio and online ads.
  - Focus group research (local) that includes seniors, parents aged 25-44 and young professionals.
  
4. French/English copy writing and design for 2016-17 Museum marketing in local market. This includes:
  - Based on results of testing and using creative briefs prepared by client, develop ads for digital, print, radio, online and outdoor; majority of ads will require English and French versions; some ads may be bilingual.
  - Work with client to facilitate photography as required.
  - Ensure all ads meet our accessibility requirements and include design mandates.
  
5. Copy writing and design for 2016-17 Museum marketing targeted at visitors to Winnipeg and Manitoba, with a focus on the U.S. market internationally. This will include:
  - Review of Destination Canada segmentation on U.S. market and development of ads that reach the “cultural explorer” tourist through print and online content-marketing approach.
  - Review of Travel Manitoba partnership opportunities and development of print, online and direct marketing pieces for national and international audiences.

## **B) CONSIDERATIONS**

- (Bilingualism) As a national museum of Canada, the CMHR is committed to providing services in both official languages and its marketing efforts are a part of this commitment.

**RFP CMHR 2016-06 APPENDIX 1, SCOPE OF WORK AND DESCRIPTION OF SERVICES, SUMMARY SECTION, is changed to read:**

APPENDIX 1.0

SCOPE OF WORK AND DESCRIPTION OF SERVICES

**C) SUMMARY**

In its first 18 months of operation, the Canadian Museum for Human Rights (CMHR or Museum) has established itself as a destination of choice for visitors to the city and those living within Winnipeg and a two-hour radius. Within Manitoba, there is blanket awareness of the Museum and its existence<sup>6</sup>, with a large majority of people indicating a strong desire to visit.<sup>7</sup> Nationally and internationally, our marketing efforts are directed through our partnerships with Tourism Winnipeg, Travel Manitoba and Destination Canada. Tourism to Winnipeg and Manitoba continues to increase<sup>8</sup> and we want to ensure that visiting the Museum drives visitation to our city and province. The CMHR has an established metanarrative that guided the development of the Go to Market (GTM) strategy, including a brand-positioning statement (“Inspiring Encounters with Human Rights”) and a brand call-to-action (Be Inspired). In addition, the CMHR has established graphic standards that reflect our commitment to inclusivity and accessibility through all aspects of the organization, bilingualism and the Museum’s general aesthetic, recognizing that we are a national museum.<sup>9</sup>

As we prepare to enter our second full year of operations, we have begun the work of developing an audience segmentation strategy and identifying gaps/opportunities in our existing marketing efforts. As the Museum further invests in marketing, we are also looking at shifting our paid media mix to reflect overall industry trends, to a more digitally based approach.<sup>10</sup>

The Museum is now ready to engage an Agency to work with us as we move towards marketing excellence.

Scope of Work will include:

6. Review of all relevant material (to be provided by CMHR to the shortlisted Proponents)

including:

- Existing market research
- 2015-16 print, radio, digital, direct and exterior marketing samples
- Existing creative brief process
- Existing graphic and brand standards
- CMHR metanarrative
- Examples of visitor testimonials (captured internally and through sites such as TripAdvisor)

7. Test existing brand-positioning statement, call-to-action and ads, and develop recommendations to move the Museum forward in connecting with potential visitors. This will include:

- Tracking existing brand positioning (Inspiring Encounters with Human Rights/Be Inspired) against visitor experience/feedback.

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<sup>6</sup> Awareness survey, April 2016

<sup>7</sup> Barriers to visitation survey, November 2015

<sup>8</sup> Travel Manitoba figures show U.S. residents entering Manitoba up 13.1% in 2015, while figures from Tourism Winnipeg indicate overnight travel to Winnipeg is forecast to grow faster than the national rate for the next two years.

<sup>9</sup> Brand standards manual

<sup>10</sup> Marketing strategy for 2016-17

- Review graphic standards against marketing objectives.
8. Develop and test suite of ads targeted at distinct audience segments within the local market. This will include:
    - Billboard, magazine/print, radio and online ads.
    - Focus group research (local) that includes seniors, parents aged 25-44 and young professionals.
  9. French/English copy writing and design for 2016-17 Museum marketing in local market. This includes:
    - Based on results of testing and using creative briefs prepared by client, develop ads for digital, print, radio, online and outdoor; majority of ads will require English and French versions; some ads may be bilingual.
    - Work with client to facilitate photography as required.
    - Ensure all ads meet our accessibility requirements and include design mandatories.
  10. Copy writing and design for 2016-17 Museum marketing targeted at visitors to Winnipeg and Manitoba, with a focus on the U.S. market internationally. This will include:
    - Review of Destination Canada segmentation on U.S. market and development of ads that reach the “cultural explorer” tourist through print and online content-marketing approach.
    - Review of Travel Manitoba partnership opportunities and development of print, online and direct marketing pieces for national and international audiences.

#### **D) CONSIDERATIONS**

- (Bilingualism) As a national museum of Canada, the CMHR is committed to providing services in both official languages and its marketing efforts are a part of this commitment.

### **Addendum Item 3**

#### **Questions and Answers:**

Q1. Would you be open to a proposal from a Nova Scotia agency understanding that we have previously worked nationally?

A1. Yes. Anticipated travel costs would need to be included within the prices proposed.

Q2. In section 4.1, there is mention of additional French capabilities. We typically work with a few French translation/adaptation experts on our bilingual accounts... is this acceptable to CMHR? If so, do you require our French partner bios and credentials?

A2. This is acceptable if we can ascertain the level of expertise of your French translation/adaptation experts. In addition to requiring French partner bios and credentials, we would need to see examples of previous work, as per Section 4.2 c) of the NRFP.

Q3. Section 4.2, asks for resumes for all team members... would individual bios be acceptable?

A3. Yes, provided the bios demonstrate the individual team member expertise and experience.

Q4. The RFP mentions the inclusion of "links" to show previous work. Can sample work be included within the written portion of the response?

A4. Yes.

Q5. Will all hard production costs (i.e. focus groups, photography, digital programming etc) be handled separately from the pricing structure that is required for this RFP?

A5. Yes.

Q6. Are there any page size, format restrictions for the proposal submission that we should be aware of as we are developing the response to this RFP?

A6. No.

Q7. Can you confirm that the proposal can be uploaded as a pdf file?

A7. Yes.

Q8. In appendix 1.0 on page 14, there are several items noted as "attached" which were not able to find within the RFP documentation. Will these documents be provided to form part of the RFP or will they be shared upon award of contract?

A8. They will be shared with shortlisted bids. (see Addendum Item 2)

Q9. Does CMHR have any existing third-party relationships (ie print vendors, media agency, etc) that the successful proponent would need to work with to fulfill any portion of the scope of work and if so what would the relationship hierarchy be?

A9. Yes. The selected agency would work directly with our existing designers and our media planner/buyer as required, on our behalf – as the client.

Q10. Are media planning and/or buying within the scope of the required services?

A10. No.

Q11. What is the current backend website platform or programming language for the current CMHR website.

A11. The current backend platform used for the Museum’s website is Drupal, which is written in the PHP programming language.

Q12. Does the website follow W3C standards and if so, to what level?

A12. WCAG 2.0 Level AA is our minimum requirement for accessibility. We will provide shortlisted candidates with our accessibility and alt-text guidelines.

Q13. In section 3.2 How to Respond, it is noted that we will not be able to see the contents of the upload directory and we “may receive directory listing errors” when uploading our files. Can you please either provide a list of errors that would be considered “normal” or advise how we can confirm the upload was successful if errors are received? Can you also please confirm is zip files containing PDF’s are an acceptable file submission format?

A 13. Attempts to view the contents of the ‘/upload’ directory, depending on the SFTP client used, will generate errors similar to the following:

- Error listing directory '/upload'. Permission denied.
- remote readdir("/upload/"): Permission denied

**Note:** Because there are many clients, we can’t know the exact error they will receive, but it should always indicate something to the effect of the above examples.

A successful upload, client dependent, will show 100%, or the absence of errors (with the exception of the directory listing one) will also indicate success, as long as they witnessed the file transfer in progress via their client. The key is to read the error messages (if any).

There are no file format restrictions for uploads, so Zip files are fine.

Q14. In Schedule B – Proposed Pricing Form, the format requested for all service types is Rates (per Hour). In the case of research, the pricing structure can’t be simplified down to an hourly rate as there are multiple factors impacting pricing. Can we note that within the table or provide an hourly rate just specific to the planning and management of those types of projects with the understanding that pricing for research projects will need to be evaluated and quoted on a per project basis in alignment with the specific requirements?

A14. Yes.

Q15. On pg7. c) previous work - you ask to see examples of brand and graphic standard development and / or implementation, creative briefs/messaging statements, multi-platform marketing campaigns. Our question - Do you mean to see a creative brief template? Or do you mean for us to frame what the problem was, the goals that were defined and how we got to our insight and the solution that followed?

A15. Yes, we want to see both the template and how you would use it.