



**RETURN BIDS TO:**

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Bid Receiving - PWGSC / Réception des soumissions  
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11 Laurier St. / 11, rue Laurier  
Place du Portage, Phase III  
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Gatineau  
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K1A 0S5

Bid Fax: (819) 997-9776

**Revision to a Request for Supply  
Arrangement - Révision à une demande  
pour un arrangement en matière  
d'approvisionnement**

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

<b>Title - Sujet</b> RFSa Refresh	
<b>Solicitation No. - N° de l'invitation</b> EP361-130020/C	<b>Date</b> 2016-08-19
<b>Client Reference No. - N° de référence du client</b> EP361-13-0020	<b>Amendment No. - N° modif.</b> 001
<b>File No. - N° de dossier</b> cz002.EP361-130020	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-71391	
<b>Date of Original Request for Supply Arrangement</b> 2016-08-11 <b>Date de demande pour un arrangement en matière d'app. originale</b>	
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2016-08-26</b>	
<b>Time Zone</b> Fuseau horaire Eastern Daylight Saving Time EDT	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Schou, Christian	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 995-2278 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Delivery Required - Livraison exigée</b>	
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	
<b>Security - Sécurité</b> This revision does not change the security requirements of the solicitation. Cette révision ne change pas les besoins en matière de sécurité de l'invitation.	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Acknowledgement copy required</b>	<b>Yes - Oui</b>	<b>No - Non</b>
<b>Accusé de réception requis</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
<b>For the Minister - Pour le Ministre</b>		

**AMENDMENT TO THE REQUEST FOR SUPPLY ARRANGEMENTS**

1. At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier, Experience of the Supplier - Requirement 2.

**Delete:**

The Supplier should provide the following details on their firm's business volume by media:

	Current Year	Previous Year	Previous 2 Years
Estimated % of gross billings allocated to the following media: – TV – Print – Radio – Digital (search, display, etc.) – Out-of-Home – Cinema – Other (specify)			

**Replace by:**

A. The Supplier should provide the percentage of their business volume (net of media cost) in each of the following media types for the last three years.

Type of Media	Most recent completed fiscal year (%)	Previous Year (%)	Two Years Previous (%)
– TV – Print – Radio – Digital (search, display, etc.) – Out-of-Home – Cinema – Other (specify)			

B. The Supplier should describe their firm's understanding of the unique characteristics of each medium, and how they are applied to an advertising/marketing campaign. (Limit 300 words)

**2. At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier- Requirement 3**

**Delete:**

The Supplier should provide a list of the media industry research tools (e.g., Print Measurement Bureau, Nad Bank, Nielsen Media Advisor, Comscore, etc.) and proprietary research tools to which it has access to develop media strategies and plans.

**Insert:**

The Supplier should provide a list of the media industry research tools (e.g., Print Measurement Bureau, Nad Bank, Nielsen Media Advisor, Comscore, etc.) and proprietary research tools to which it has access to develop media strategies and plans.

Type of media	Tool Used by ad agency	Purpose
Print		
Digital		
Broadcast		
Out-of-Home		
Other		

**3. At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier- Rated Criteria**

**Delete:**

**C.2.1.2 Strategic Thinking (Media)– 120 Points total ( 20 points based on Media Research Tools from REQUIREMENT 3)**

The Supplier:

- developed a comprehensive approach to recommending specific communications vehicles and in at least one case, the use of partnership(s) to meet the objective(s);
- recommendations were supported by evidence and focused on results; and
- the execution was true to the strategy.

**Insert:**

**C.2.1.2 Strategic Thinking (Media) - 120 Points total (For the Media Research Tools from REQUIREMENT 3, each type of media would be assigned 5 points for a total of 20 points.)**

The Supplier:

- developed a comprehensive approach to recommending specific communications vehicles and in at least one case, the use of partnership(s) to meet the objective(s);
- recommendations were supported by evidence and focused on results; and
- the execution was true to the strategy.

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#### 4. At Annex C - Technical and Financial Evaluation, under C.2.2 Key Personnel - Rated Criteria

**Delete:**

**C.2.2.1 Account Management - 150 Points**

- Number of years in the advertising/marketing communications field: 3-5 years; 6-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

**C.2.2.2 Creative Direction - 150 Points**

- Number of years in the advertising/marketing communications field: 5-6 years; 7-9 years; 10+ years;
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

**Insert:**

**C.2.2.1 Account Management - 150 Points (18 points allocated to number of year of experience)**

- Number of years in the advertising/marketing communications field: 3-5 years (12 points); 6-9 years (15 points); 10+ years (18 points);
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

**C.2.2.2 Creative Direction - 150 Points (18 points allocated to number of year of experience)**

- Number of years in the advertising/marketing communications field: 5-6 years (12 points); 7-9 years (15 points); 10+ years(18 points);
- relevant combined formal education, accreditation and professional development;
- efforts made to maintain/upgrade their professional skills and knowledge;
- relevant expertise demonstrated through their role and contribution to the successful outcome of the three (3) sample projects in their C.V.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR SUPPLY ARRANGEMENTS  
REMAIN UNCHANGED.**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. EP361-130020/C to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core 0B2, 11 Laurier St., Gatineau, Quebec, K1A 0S5.