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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

Core 0B2 / Noyau 0B2

Gatineau

Québec

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

Title - Sujet RFSA Refresh	
Solicitation No. - N° de l'invitation EP361-130020/C	Date 2016-08-19
Client Reference No. - N° de référence du client EP361-13-0020	Amendment No. - N° modif. 001
File No. - N° de dossier cz002.EP361-130020	CCC No./N° CCC - FMS No./N° VME
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-71391	
Date of Original Request for Supply Arrangement 2016-08-11 Date de demande pour un arrangement en matière d'app. originale	
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2016-08-26	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
Address Enquiries to: - Adresser toutes questions à: Schou, Christian	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 995-2278 ()	FAX No. - N° de FAX (613) 949-1281
Delivery Required - Livraison exigée	
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	
Security - Sécurité 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

Acknowledgement copy required Accusé de réception requis	Yes - Oui <input type="checkbox"/>	No - Non <input type="checkbox"/>
The Offeror hereby acknowledges this revision to its Offer. Le proposant constate, par la présente, cette révision à son offre.		
Signature	Date	
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)		
For the Minister - Pour le Ministre		

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.

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.