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K1A 0S5

Bid Fax: (819) 997-9776

## SOLICITATION AMENDMENT

## MODIFICATION DE L'INVITATION

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> DND Recruitment Videos	
<b>Solicitation No. - N° de l'invitation</b> W8B43-160006/A	<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> W8B43-16-0006	<b>Date</b> 2016-10-27
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-71739	
<b>File No. - N° de dossier</b> cx026.W8B43-160006	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2016-11-03</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input checked="" type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Andruchow(CX Div.), Cassandra	<b>Buyer Id - Id de l'acheteur</b> cx026
<b>Telephone No. - N° de téléphone</b> (613) 993-7846 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

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**AMENDMENT 001**

This amendment is raised in order to A) modify the Request for Proposal (RFP) and B) answer Bidder Questions:

**A) MODIFICATIONS:**

**1. At 6.4.2 Option to Extend the Contract,**

**DELETE:** The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional twelve (12) month periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

**INSERT:** The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to three (3) additional twelve (12) month periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

**2. At ANNEX "C" EVALUATION CRITERIA, R.1.2,**

**DELETE:**

Very Good (25 points): The description/information detailed in the production treatment provides for easy visualization of the structure of the story and the creative approach. The overall structure holds very well from the beginning to the end. The story idea is strong and compelling. Content is accurate or mostly accurate. The look-and-feel of this production is unambiguous and appropriate. A good script may also be provided.

Outstanding (30 points): Visualization of the structure of the story is clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong and compelling. Content is accurate. Other means are used to help visualize the content/look-and-feel of the video such as mock-ups and/or illustrated storyboards. A strong script may also be provided.

**INSERT:**

Very Good (25 points): The description/information detailed in the production treatment provides for easy visualization of the structure of the story and the creative approach. The overall structure holds very well from the beginning to the end. The story idea is strong and compelling. Content is accurate or mostly accurate. The look-and-feel of this production is unambiguous and appropriate.

Outstanding (30 points): Visualization of the structure of the story is clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong and compelling. Content is accurate. Other means are used to help visualize the content/look-and-feel of the video such as mock-ups and/or illustrated storyboards.

**B) QUESTIONS:**

**Question 1:** *In the Statement of Work, it is mentioned that :*

"On-camera interviews will be conducted with English speaking spokespersons for the English videos and French speaking spokespersons for the French videos"

*And that...*

*(A. 4 Scope of Work)*

“As an inspirational tool, the videos must illustrate the personal and professional rewards in practicing these occupations. The core functions must be presented in an attractive way and bring into focus the training and occupational and operational potential of each trade and profession.”

**Question 1a:** Several existing videos adopt an approach where the soldier has memorized (or reads on a tele-prompter) a text previously written and approved. In the videos to be produced, do you wish to keep the same approach that allows full control over content, or instead a real "interview" approach with non-scripted answers?

**Answer 1a:** While the interviewee will read/memorize a fully prepared script (and read on the teleprompter) that has been previously written and approved, there will also be some questions asked where the interviewee can answer freely and from personal experience.

**Question 1b:** In the event where there is a text to read, does the client provide a basic script or is the production company responsible for developing the entire script?

**Answer 1b:** We (The client) are responsible for the basic and final script, however we will entertain ideas and ask assistance from the production company as needed. There will also be opportunity for additional questions where the interviewee can answer freely and from personal experience.

**Question 2:**

**4.1 TECHNICAL EVALUATION**

**1.1.1 MANDATORY REQUIREMENTS**

**M.1 IDENTIFICATION OF THE FIRM**

“The Bidder must demonstrate that they have at least five (5) years experience filming and producing professional videos for the web and other media.  
”

If a bidding company has existed for less than five years but the owner-managers have extensive experience (over 10 years) in the filming and production of professional videos for the Web and other media, and the bidding company meets all other mandatory requirements—it is deemed eligible and considered to have fulfilled this mandatory requirement?

**Answer 2:** The audio-visual production services projects described must demonstrate the experience of the Bidder. Projects submitted where the work was performed by one (1) or more of the Bidders resources on behalf of another firm will not be accepted. We ask the Bidder to demonstrate the company's experience, not the experience of the individuals working there. The sample projects must have been produced by the actual company that is bidding. The production company must be at least 5-years-old.

**Question 3:**

**4.1 TECHNICAL EVALUATION**

**4.1.1 MANDATORY REQUIREMENTS**

**M.2 Experience of the Firm – Audio-Visual Production Services Projects**

"The Bidder must provide written project descriptions for three (3) audio-visual production services projects for which the Bidder was under contract to provide audio-visual production services similar in scope to the requirement described in Annex "A" Statement of Work"

Should the service projects presented focus exclusively on recruiting mandates?

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**Answer 3:** No, the videos that show similar experience in video production that you select to demonstrate your company's experience do not need to have a recruitment objective or mandate.

**Question 4:**

4.1 TECHNICAL EVALUATION

4.1.1 MANDATORY REQUIREMENTS

M.2 Experience of the Firm – Audio-Visual Production Services Projects

"All of the following audio-visual production services must have been provided by the Bidder as part of the project: storyboards and scripts; editing of footage, sound track, editing, mixing, animation and graphics design."

**Question 4a:** A similar project where the production company was working directly with the advertising agency of the Client and where the agency was responsible for certain aspects of the project—is this deemed acceptable?

**Answer 4a:** Projects submitted where the work was performed by one (1) or more of the Bidders resources on behalf of another firm or agency will not be accepted. We ask the Bidder to demonstrate the company's experience, not the experience of the individuals working there or the experience of sub-contractors/partners. The sample projects must have been produced by the actual company that is bidding.

**Question 4b:** A similar project where the production company was producing videos that aligned (even approach) with other videos already produced in the same series - is this deemed acceptable?

**Answer 4b:** Yes – this is admissible

**Question 5:**

Annex B – Basis of Payment

B.1 FIRM HOURLY RATES

In the grid of the financial bid, should the item "video editing service (pre-editing and direct editing)" include editing room costs?

**Answer 5:** Yes, please include all costs

**Question 6:**

B.2 PRODUCTION COSTS

" Production costs applicable under B.2.1 do not include the personnel, equipment operators, equipment (other than camera rental), materials or any applicable charges required for the provision of the services billed as hourly rates in B.1.

Production costs include but are not limited to:

- Camera rental
- Studio rental
- Music (stock music and/or original composition)
- Props not constructed/fabricated/supplied by the Contractor"

In B.2, the list specifies "camera rental". Can we assume that all costs for equipment rental (cameras, lighting, grip, etc.), for editing rooms (offline and online), and the studio for editing/sound mix are part of the production costs—and therefore are excluded from the hourly rates requested in the grid of the financial bid?

**Answer 6:** Please include all expenses.

**Question 7:** How many option years are possible with this contract? The RFP document makes reference to 3 years and 4 years in different locations. e.g. in Section 1.2 and A.4.2 and in the Financial Spreadsheet it refers to 3 option years. But in Section 6.4.2 it makes reference to 4 option years. Please clarify.

**Answer 7:** There are 3 option years. Section 6.4.2 will be amended

**Question 8:** With regard to Blended Hourly Rates A and B referred to in Section B.1, should this hourly rate be an hourly amount that includes all of the listed services combined or is it just a rate that would apply to each of the listed services under A and B?

**Answer 8:** The Blended Hourly Rate are rates that would apply to each of the listed services under A and B.

**Question 9:** With regard to Blended Hourly Rate A referred to in Section B.1, does this mean that the rate for a Sound Technician should include all of his/her sound equipment? And does the rate for a Lighting Technician have to include all of the necessary lighting equipment?

**Answer 9:** The firm hourly rates proposed should include all of the necessary equipment associated with the category of service. As per Annex B, B.1 Firm Hourly Rates, "All expenses normally incurred in providing the services (i.e. [...] equipment [...]) are included in the firm rates identified herein, and will not be permitted as direct charges under the Contract.

**Question 10:** Some production companies own their own cameras and some do not. For those that do, does the cost for that camera, as well as lighting, grip equipment, etc. have to be included in the hourly rate for cinematography? This doesn't seem fair if companies that don't own any equipment will not have to include these amounts in their cinematography rate and will by extension have considerably cheaper rates.

**Answer 10:** Companies who do not own their equipment should include the cost of renting the equipment in their firm hourly rates.

**Question 11:**

4.1 TECHNICAL EVALUATION

1.1.1 MANDATORY REQUIREMENTS

M.1 IDENTIFICATION OF THE FIRM

"For each project description submitted, the project start date must have been after January 1, 2010, and the project location must have been in Canada."

We would like to get some clarifications related to that requirement.

We made for a Canadian Foundation a very similar project (to the DNF one).

This Foundation offers to Canadian students a residence to stay but the residence is located in a foreign country.

Because of the nature of the subject, we had to conduct and shoot some of the interviews and images (B-Cam) outside of Canada.

But most of the interviews have been conducted and shot in Canada.

Apart from the scenes mentioned above, all aspects of the project have been done and managed in Canada: script, preproduction, shooting, postproduction—by a 100% Canadian crew.

Does the project location can be considered to be in Canada (and makes this project eligible)?

**Answer 11:** Yes, the project was primarily performed in Canada so it would be eligible.

**Question 12 : R.1.2 :** The outline of the proposed production treatment is easy to visualize.  
(Maximum 30 points - Minimum 21 points)

*At a minimum, the Bidder should demonstrate the proposed vision by providing mock-ups/illustrated storyboards/sample scripts to ensure clear visualization of both the structure and the creative approach of the production treatment.;*

Outstanding (30 points): Visualization of the structure of the story is clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong and compelling. Content is accurate. Other means are used to help visualize the content/look-and-feel of the video such as mock-ups and/or illustrated storyboards. A strong script may also be provided.

**Question 12a:** As part of our proposal, can we limit ourselves to providing a single typical scenario (storyboard) or does the Client want to view a video production?

**Answer 12a:** We are asking for examples that would demonstrate a suppliers overall approach to a video production. We want to see how the supplier was able to present a production and connect the content and scenarios to key messages and tone. If a particular scenario or storyboard is highlighted to show creativity or attention to detail, this may indeed support your submission.

**Question 12b:** The Customer has several videos already produced, designed with essentially the same structure and dealing with other professions. Given that these videos remain available to the public, does the Client wish to be offered a treatment and whole new creative approach completely different from the current one—or instead, does he wish that the treatment and creative approach proposed for the new clips to be produced stay in continuity with the creative approach of the existing clips?

**Answer 12b:** While we encourage the supplier to be creative and innovative in the approach and treatment, we suggest that the client refer to the modules outlined in the Scope of Work in Para A.4 so that their bid can be assessed accurately. These videos are an integral part of a large series of videos and products that have been previously developed to meet all our present recruitment objectives.

**Question 12c:** To get the maximum score, it is suggested to provide a solid script, i.e. - the text that will be spoken by the participant. Given that there will be a great number of videos, that each script must be written based on accurate information to be provided eventually by clients as well as the own experience of the soldier selected as participant, and that at the present stage, no such information is available—can the Client remove, or at least disregard, this element as an evaluating criterion?

**Answer 12c:** We will remove the section that requests an example of scriptwriting because we are not asking for the supplier to create scripts in this contract.

**Question 13:** 4.1.2.1 Total Price for Evaluation

You refer to an excel spreadsheet for the financial calculation. Given that the RFP was only available in print, can you please send me the excel sheet?

**Answer 13:** The full RFP and the Excel Spreadsheet are available for download off of <http://buyandsell.gc.ca>

**Question 14:** 5.2.2 Federal Contractors Program for Employment Equity - Bid Certification  
The link to the certification form is broken (404 error) Would it be possible for you to send me all of the required certification forms?

Solicitation No. - N° de l'invitation  
W8B43-160006/A  
Client Ref. No. - N° de réf. du client  
W8B43-160006

Amd. No. - N° de la modif.  
001  
File No. - N° du dossier  
cx026.W8B43-160006

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

Federal Contractors Program for Employment Equity - Bid Certification By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the Employment and Social Development Canada (ESDC) - Labour's website  
([http://www.esdc.gc.ca/en/jobs/workplace/human\\_rights/employment\\_equity/federal\\_contractor\\_program.page?&\\_ga=1.229006812.1158694905.1413548969#afed](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed)).

**Answer 14:** By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the Employment and Social Development Canada (ESDC) - Labour's website

Here is the link to the Federal Contractors Program  
[http://www.esdc.gc.ca/en/jobs/workplace/human\\_rights/employment\\_equity/federal\\_contractor\\_program.page?&\\_ga=1.229006812.1158694905.1413548969](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969)

**Question 15:** I understand that there is no casting or post-production involved for the interviews being shot for another project. Please confirm that this is the case.

**Answer 15:** Correct.

**Question 16:** In order to build a timeline, can you please let me know the expected date that the contract will be awarded?

**Question 16:** We are expecting the contract to be awarded in late November

**ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION REMAIN THE SAME.**