

Questions – Agency of Record – 201603841

Question 1:

On page 19 under section 4.7.1 Samples of Previous work, it states that the “Proponent shall demonstrate its ability to provide the type of services required by CMHC as outlined in Section 3 by describing two (2) digital national global advertising campaigns.” Just to confirm that the campaigns need to be global in scope?

Response:

Proponent submissions are expected to provide descriptions of advertising campaigns of national scope.

Question 2:

On page 19 under section 4.7.1. Samples of Previous work, it states that Proponents are to “specify the metrics used to evaluate the effectiveness of the recruitment advertising campaign, the results achieved and the means used to capture the data.” It’s not mentioned that the 4 case studies must include recruitment advertising. Can you please confirm that this is a rated requirement?

Response:

Remove the word ‘recruitment’ from bullet 10 under Section 4.7.1. The bullet will now read:

- specify the metrics used to evaluate the effectiveness of the advertising campaign, the results achieved and the means used to capture the data;