

Treasury Board of Canada Secretariat – Advance Contract Award Notice (ACAN)

The Treasury Board of Canada Secretariat (TBS) has a requirement for the provision of independent, third-party reviews of Government of Canada (GC) advertising against pre-established criteria, as they relate to the definition of non-partisan communications described in the [Policy on Communications and Federal Identity](#).

The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract to Advertising Standards Canada (ASC). Before awarding a contract, however, the government would like to provide other suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this Notice, by submitting a statement of capabilities during the 15 calendar day posting period.

If other potential suppliers submit a statement of capabilities during the 15 calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.

Background

The purpose of this project is for Advertising Standards Canada (ASC) to provide Government of Canada departments with reviews of their advertising campaign creative elements. This would be done using pre-established criteria, which reflects non-partisan requirements, as defined in the Government of Canada's Policy on Communications and Federal Identity and related instruments.

Requirements / Results

ASC will review departmental advertising creative materials at two stages, to confirm that all elements meet the definition of non-partisan communications:

1. Initial review: an examination of a preliminary version of departmental advertisements in either English or French, before the department or agency invests in the further development of the creative elements. This review would occur at the script/storyboard/audio-visual/initial layout stage(s), depending on the ad format and would include information regarding colour palette/art direction for the creative.

2. Final review: a confirmation of the final creative elements, in English and French, prior to broadcast, display or publication of the advertisements to ensure the creative elements meet the definition of non-partisan communications.
3. The contractor must submit written determinations of their non-partisan reviews of GC advertising to PSPC, at both the initial and final review stages, using an existing Non-Partisan Advertising Review Form for documentation purposes. These documents will be submitted to PSPC in electronic form via email within three business days of the review request. Completed forms will be forwarded to departments by PSPC. Final determinations will be posted on Canada.ca.
4. The contractor must participate in quarterly meetings between Treasury Board of Canada Secretariat (TBS) and Public Services and Procurement Canada (PSPC) to discuss the review process and other emerging and/or operational issues.

Should, through the course of the non-partisan review, the contractor identify concerns with the advertisement in terms of non-compliance with the Canadian Code of Advertising Standards, the contractor will notify PSPC that there is an issue but will not conduct an assessment for code compliance.

5. The contractor will be required to review GC advertising creative elements in both English and French, and hence, will be required provide services in both official languages.

Identification of Contractor

Advertising Standards Canada
175 Bloor St. East
Suite 1801
Toronto, ON M4W 3R8

Reason for Awarding to this Contractor

Advertising Standards Canada is an independent, national, not-for-profit advertising self-regulatory body that administers the Canadian Code of Advertising Standards – the principal instrument of advertising self-regulation in Canada. The Code sets the criteria for acceptable advertising and forms the basis for the review and adjudication of consumer and industry disputes related to advertising. The Code applies to all advertisements placed in Canada.

ASC is supported by the advertising industry and is recognized by the public as the sole advertising standards and regulatory body operating in Canada. ASC is committed to fostering community confidence in advertising and ensuring the integrity and viability of advertising through responsible industry self-regulation.

The Government of Canada is a member in good standing with ASC. As part of this membership, the GC can request a pre-clearance against the Canadian Code of Advertising Standards, as required. Provisions of the Code are broadly supported by industry and are designed to help set and maintain standards of honesty, truth, accuracy, fairness and propriety in advertising. Consequently, a review against pre-established non-partisan criteria would be very similar to that of a pre-clearance review against the Code.

Period of the Contract

The proposed contract is for a period of 11 months, from May 13, 2017 to March 31, 2018. The contract will also include two (2) one-year option periods, from April 1, 2018 to March 31, 2019; and April 1, 2019 to March 31, 2020.

Estimated Cost

Initial Contract Period \$100,000.00/yr. (HST Included)

- Pro-rated for Year 1 (i.e. 11 months)

Two (2) additional Option Year Periods each year funded for \$100,000.00 (HST Included)

Total Estimated Cost

\$300,000.00 (HST included)