



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

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 PHAC Advertising	
Solicitation No. - N° de l'invitation HT399-164512/A	Date 2017-05-05
Client Reference No. - N° de référence du client HT399-16-4512	
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-72865	
File No. - N° de dossier cz002.HT399-164512	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-06-06	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Ivany, Chris	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 993-0048 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF HEALTH 200 EGLANTINE, AL 1914A OTTAWA ON K1A 0KP Canada	

Instructions: See Herein

Instructions: Voir aux présentes

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

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Solicitation Number
HT399-164512/A

AMD

Buyer ID
CZ 002

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PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Task Authorization Form, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity – Certification, the Technical and Financial Evaluation, and the Evaluation Grids.

1.2 Summary

Health Canada (HC) is seeking a lead advertising creative agency to provide a full range of creative development and advertising-related services for various social marketing campaigns and to be accountable for the overall advertising campaign strategy and development of creative.

These services will be provided from the date of the contract until March 31, 2018 inclusively with the option to extend the period of the contract by up to two (2) additional one-year periods.

For services requirements, Bidders in receipt of a pension or a lump sum payment must provide the required information as detailed in article 3 of Part 2 of the bid solicitation.

The requirement is limited to Canadian goods and/or services.

There is a Federal Contractors Program (FCP) for employment equity requirement associated with this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex named Federal Contractors Program for Employment Equity - Certification.

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2017-04-27) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days

Insert: 150 days

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the Financial Administration Act, R.S., 1985, c. F-11, a former member of the CAF or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c.C-17, the Defence Services Pension Continuation Act, 1970, c.D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c.R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c.R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c.M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes () No ()**

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes () No ()**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. date of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

Signature

Date

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

2.5 Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.

2.6 Basis for Canada's Ownership of Intellectual Property

HC has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that Bidders provide their bid in separately bound sections as follows:

- Section I: Technical Bid (4 hard copies)
 Creative Samples (1 electronic copy on USB)
- Section II: Financial Bid (1 hard copy)
- Section III: Certifications (1 hard copy)

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, Bidders should:

1. use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably managed forest and containing minimum 30% recycled content; and
2. use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately.

Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by an Electronic Payment Instrument, complete Annex "D" Electronic Payment Instrument, to identify if it is accepted.

If Annex "D" Electronic Payment Instrument is not completed, it will be considered as if the Electronic Payment Instrument is not being accepted for payment of invoices.

Acceptance of the Electronic Payment Instrument will not be considered as an evaluation criterion.

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Annex "F".

4.1.2 Financial Evaluation

Financial evaluation criteria are included in Annex "F".

4.2 Basis of Selection

1. To be declared responsive, a bid must:
 - (a) comply with all the requirements of the bid solicitation;
 - (b) meet all mandatory criteria; and
 - (c) obtain the required minimum points specified for each criterion for the technical evaluation;

The rating is performed on a scale of 300 points.

Bids not meeting (a), (b) or (c) will be declared non-responsive.

2. The evaluation will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70% for the technical merit and 30% for the price.
3. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70%.
4. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30%.
5. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

5.1 Certifications Precedent to Contract Award

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame specified will render the bid non-responsive.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide with its bid the required documentation, as applicable, to be given further consideration in the procurement process.

5.1.2 Integrity Provisions – Required Documentation

In accordance with the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.1.3 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](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) website (http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed Annex "E", Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.2 Additional Certifications Precedent to Contract Award

5.2.1 Canadian Content Certification

This procurement is limited to Canadian services.
The Bidder certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

Signature

Date

5.2.1.1 SACC Manual clause [A3050T](#) (2014-11-27) Canadian Content Definition

5.2.2 Status and Availability of Resources

5.2.2.1 SACC Manual Clause A3005T (2010-08-16) - Status and Availability of Resources

Signature

Date

5.2.3 Education and Experience

5.2.3.1 SACC Manual clause A3010T (2010-08-16) Education and Experience

Signature

Date

5.2.4 Capability of Resources

The Bidder or Joint Venture entity certifies that it has in-house resources, capable of meeting roles and responsibilities (as outlined in Annex "A") of the following categories of service:

Account Management – Resource(s) must have minimum 3 years in the key category of service
Account Coordination
Strategy Planning Services – Resource(s) must have minimum 3 years in the key category of service
Public Relation Services
Digital Engagement and Interactive Strategic Services – Resource(s) must have minimum 3 years in the key category of service
Creative Direction and Production Services – Resource(s) must have minimum 3 years in the key category of service
Graphic Design
Copy Writing (English and French)
Copy Editing (English and French)
Translation and Adaptation
Proofreading (English and French)
Production Coordination Services
Media Distribution (Trafficking)

() YES () NO

Signature

Date

PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

6.1 Financial Capability

SACC Manual clause A9033T (2012-07-16) Financial Capability

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

7.1 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

7.1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

7.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "Task

Authorization" form specified in Annex C.

2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis (bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within three (3) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

7.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$250,000.00, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

7.1.2.3 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause, "Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and "Minimum Contract Value" means \$15,000.00.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

7.2 Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual)(<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

7.2.1 General Conditions

2035 (2016-04-04), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

7.3 Term of Contract

7.3.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2018.

7.3.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one (1) year period(s) 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.

Canada may exercise this option at any time by sending a written notice to the Contractor at least fifteen (15) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

7.4 Authorities

7.4.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Chris Ivany
Public Service and Procurement Canada
Acquisitions Branch
Address: 360 Albert Street, 12th Floor, Ottawa ON, K1A 0S5

Telephone: 613-993-0048
E-mail address: christopher.ivany@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

7.4.2 Project Authority

The Project Authority for the Contract is:

Name: _____
Title: _____
Organization: _____
Address: _____

Telephone: ____-____-_____
Facsimile: ____-____-_____
E-mail address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

7.4.3 Contractor's Representative

The Contractor's Representative for the Contract is:

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: ____ - ____ - ____

Facsimile: ____ - ____ - ____

E-mail address: _____

7.5 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

7.6 Payment

7.6.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

7.6.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - (a) when it is 75 percent committed, or
 - (b) four (4) months before the contract expiry date, or
 - (c) as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.6.3 Method of Payment

7.6.3.1 Monthly Payment

SACC Manual Clause H1008C (2008/05/12) Monthly Payment

7.6.4 SACC Manual Clauses

SACC Manual Clause A9117C (2007-11-30) - T1204 - Direct Request by Customer Department

7.6.5 Discretionary Audit

SACC Manual Clause C0705C (2010-01-11) - Discretionary Audit

7.6.6 Time Verification

SACC Manual Clause C0711C (2008-05-12) - Time Verification

7.7 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- (a) category of services and names of resources, number of hours per category and hourly rates;
- (b) a copy of time sheets to support the time claimed;
- (c) a copy of the release document and any other documents as specified in the Contract;
- (d) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- (e) a copy of the monthly progress report.

7.9 Certifications and Additional Information

2. Invoices must be distributed as follows:

- (a) The original and one (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.
- (b) One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

7.8 Certifications and Additional Information

7.8.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

7.8.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

7.9 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

7.10 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions 2035 (2016-04-04);
- (c) Annex "A", Statement of Work;
- (d) Annex "B", Basis of Payment;
- (e) Annex "E", Federal Contractors Program for Employment Equity - Certification (if applicable);
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated _____.

7.11 Insurance

SACC Manual clause G1005C (2016-01-28) Insurance – No Specific Requirement

7.12 Restrictive Provision

The Contractor represents and warrants that no gift, benefit or any pecuniary advantage or other inducement has been or will be paid, given, promised or offered directly or indirectly to the Contractor by any third party, including media outlets in relation to the performance of the Work.

7.13 Conflicting Interests

Subject to subsection (2), the Contractor represents, warrants and shall ensure that, to its knowledge, the services to be provided pursuant to the Contract (the "services") are not creating, and will not create, during the course of the Contract period, a conflict with competing or opposing interests of the Contractor.

Where the Contractor is aware that the services are or may be in conflict with competing or opposing interests of the Contractor, the Contractor shall identify the potentially competing services and interests involved, and forthwith offer an explanation setting out the reasons why the situation would not represent a conflict of interest.

Where Canada becomes aware that the services are or may be in conflict with competing or opposing interests of other clients of the Contractor, Canada shall inform the Contractor of this situation, requesting an explanation setting out the reasons why the situation would not represent a conflict of interest.

Following a review of the Supplier's explanation, Canada may accept or reject the explanation, at the sole discretion of Canada. Canada shall deliver his decision in writing. The Contractor shall have a ten (10) working day period, from the date of receipt of the Canada's decision, to submit either a supplementary or an alternate explanation. Following a review of the Supplier's supplementary or alternate explanation, if any, Canada may either accept and agree with this supplementary or alternate explanation, or, at the sole discretion of Canada, proceed to the measures set out in subsection (5).

Where Canada rejects the Supplier's initial explanation (or supplementary or alternate explanation, if any) referred to in subsection (4), Canada will set aside any Contract and treat any resulting contract against a Contract as being in default.

ANNEX "A" STATEMENT OF WORK

1. INTRODUCTION

Health Canada (HC) is seeking a lead advertising creative agency to provide a full range of creative development and advertising-related services for various Public Health Agency of Canada (PHAC) social marketing campaigns and be accountable for the overall advertising campaign strategy and development of creative for each:

- Provide overall strategic campaign direction
- Develop creative strategy and manage production (including trafficking of files to media)
- Ensure creative and media strategy alignment and integration
- Provide strategic oversight and advice

2. BACKGROUND

HC is the federal department responsible for public health issues in Canada. PHAC has a leadership role in coordinating the response to national public health preparedness and prevention events that occur in more than one province or territory. This leadership role includes the provision and coordination of national health-related communications and marketing activities. Marketing tactics, including social marketing activities, are a key component of the risk communications approach PHAC uses in managing public health events and/or emergency situations.

HC's *Marketing and Creative Services Division* (MCSD) provides services to HC and PHAC. MCSD wishes to establish a contract with a Lead Agency (Contractor) that allows for appropriate advertising planning and execution of key marketing activities that support public health responsibilities based upon ongoing program requirements, future national emergency situations and emerging priorities (i.e. infectious disease outbreak, foodborne illness outbreak, etc.).

It is expected that the Contractor will develop immediate and long-term tactics to support PHAC activities and align initiatives nationally as the need arises. The Contractor must be able to provide a full range of marketing activity planning, development and implementation which can include, but are not limited to:

- Advertising
- Digital, mobile, and social media
- Collateral and educational resources
- Animated graphics
- Event-based marketing
- Public notices
- Public relations

While some initiatives are planned in advance, MCSD requires a Contractor that can also deal with urgent, emergency-driven marketing that may arise. In the event of a public health emergency or crisis, public communications, including marketing and advertising, will be essential to supporting and enhancing the response efforts of PHAC.

From year to year, MCSD manages a number of small to large-scale campaigns on various topics and reaches out to diverse target audiences that make up the Canadian public (segmented in a variety of manners), healthcare professionals and various stakeholders. Topics and areas of focus vary dependent on PHAC's or on Government of Canada's (GoC) Priorities.

PHAC campaign topics may include:

- Infectious Diseases
 - Antimicrobial Resistance
 - Lyme Disease
 - Seasonal Flu
 - Vaccination (National Immunization Awareness Week)
 - HIV/AIDS
 - Travel Health
 - Emergency Preparedness
 - Food Safety Outbreak
- Health Promotion and Chronic Disease Prevention
 - Mental Health issues
- Other campaigns may arise in response to an emergency/crisis or may be undertaken to align with Government or PHAC priorities

3. OBJECTIVES AND PURPOSE

The overarching objective and common goal of PHAC's social marketing activities are to provide Canadians with targeted, timely information which is relevant, comprehensive and accessible. This includes identifying any health risks for the public and educating them on government action being taken to mitigate risk.

Tools and tactics must achieve the following communications goals:

- Increase awareness and knowledge among Canadians, particularly key target audiences and vulnerable populations, about health risks and how they can protect their immediate and long-term health for themselves and their families.
- Influence health attitudes and behaviours among the target audiences.
- Demonstrate leadership and build PHAC's credibility as a trusted source of health information.
- Increase knowledge of PHAC's policies and priorities, as well as programs.

Campaigns targeted to health professionals and other stakeholders (e.g. industry) have similar overarching goals of awareness, knowledge and uptake.

Expected Results

These marketing activities are expected to increase the number of Canadians and health professionals and health organizations aware of PHAC's information and resources.

4. KEY CAMPAIGN MESSAGES*

Message themes may include:

- Providing Canadians with the information they need to make decisions to protect themselves and their families (awareness)
- Providing information to reinforce or sustain positive behaviours that result in improved health (actions)
- Providing international travelers (Canadians travelling abroad and those visiting Canada) information to protect their health before/during/post travel.

MCSD has identified possible PHAC campaign topics that may include, but are not limited to:

- Antimicrobial Resistance (AMR)

- AMR is a growing public health concern. It is important for Canadians to learn more about what this means.
 - When we overuse/misuse antibiotics –this can lead to AMR.
 - There are easy steps that can be taken to reduce the risks associated with AMR for you, your family and the broader community.
 - Antibiotics can only treat bacterial infections, not viruses such as the common cold or the flu.
 - Take antibiotics as prescribed by a healthcare professional.
- Food Safety Outbreak
 - Messages to be determined based on outbreak
- Seasonal Flu
 - Get your flu shot
 - Clean your hands
 - Cough and sneeze into your arm, not your hand
 - Keep shared surfaces clean
 - Stay home if you are sick
 - Visit Canada.ca/flu
- Travel Health
 - Be aware: Health risks exist in some countries
 - Be prepared: Take the proper steps to protect your health
 - Be informed: Know what to do if you are ill while travelling
 - Act: Inform a border agent if you are ill, inform your doctor should you become ill within 30 days of your travel
- Vaccination (National Immunization Awareness Week)
 - Vaccination is the best protection
 - Vaccines are safe
 - Vaccines work
 - Getting vaccinated protects you and those around you, no matter your age or stage in life
 - Make informed choices based on credible information
- HIV/AIDS
 - How can HIV and AIDS be prevented?
 - There is no vaccine to protect against HIV. You can develop AIDS only if you are infected with HIV.
 - If you think you may have been exposed to HIV, treatment can prevent you from becoming infected with HIV. You should:
 - See a health care provider immediately to find out if treatment is right for you
 - Start treatment within 72 hours of possible exposure if your health care provider recommends treatment
- Mental Health issues
 - Messaging to be drafted

***NOTE:** Tailored messages for each PHAC priority file will be developed as part of any task authorization established within this contract

Given the responsibilities of other governmental departments concerning health topics, it will be essential to work closely with federal partners to ensure messages are clear, consistent and complementary.

5. TARGET AUDIENCES

Target audiences will be determined with each marketing activity.

- Antimicrobial Resistance
 - Parents of kids 0-12 and seniors
 - Prescribing physicians (focus on family doctors and pediatricians)
 - Pharmacists
 - Nurses and nurse practitioners
- Food Safety Outbreak
 - Messages to be determined based on outbreak
- Seasonal Flu
 - Parents with kids 0-6
 - Pregnant women
 - Seniors ≥ 65 years of age
 - Aboriginal peoples
- Travel Health
 - Canadians travelling abroad
 - Visiting friends and family to Canada
 - Outbreak like Ebola and Ebola Recruitment (recruiting health professionals)
- Vaccination (National Immunization Awareness Week)
 - Canadians 18 years and older including parents of youth ages 0-16
 - Seniors
 - Travelers
- HIV/AIDS
 - Canadians 18 years and older
 - Pregnant women
 - Travelers
- Mental Health issues
 - Seniors
 - Youth
 - Parents of children 9-12

6. ENVIRONMENTAL CONSIDERATIONS

Research indicates:

- Canadians prefer a streamlined way to get consistent, reliable information regarding health and safety issues and it is important with a digital first approach to communications to ensure we meet Canadians where they are online.
- Canadians already know basic information on a lot of topics related to health and safety, but their knowledge levels of these topics vary.
- Information must be made available to Canadians in a way that is user friendly and useful to them. Visitors to the website should be able to search for information that is relevant to their needs, and have the flexibility to receive that information in a way that suits them. Social media efforts should be focused on targeting key audiences where they are online, providing them with shareable content and identifying other social media influencers that should also be reached to expand reach and impact of messages.
- Tailoring of campaign messages to reach specific target audiences may require a wide variety of platforms and methods (for example, it's not one-size-fits-all).

7. ADVERTISING CAMPAIGN EVALUATION

The advertising campaign evaluation will focus on:

- Web metrics and analytics (i.e. page views, visits, time spent, bounce rates, etc.)
- Advertising reach: Agency of Record (AOR) reports on media advertising (for reach, frequency, impressions, click-through rates and cost-per-click information)
- Uptake of printed and online materials
- Tracking of media coverage
- Downloads of mobile apps
- Social media analytics
 - Facebook (likes, shares, comments on posts)
 - Twitter (re-tweets, likes, replies)
 - YouTube (video views, likes)
 - LinkedIn (open rates, click-through rates)
 - Other social media channels as appropriate to reach key target audiences
- Others as deemed appropriate

The Contractor must provide information and materials to other contractors of the GoC, if requested, to test creative concepts as well as evaluate audience impact using MCSD's pre-and-post-campaign surveys.

NOTE: Public opinion research (POR), including the Advertising Campaign Evaluation Tool (ACET), does not form part of this requirement and will be contracted separately by the GoC, if required. It is the responsibility of MCSD, in collaboration with Public Services and Procurement Canada (PSPC), to undertake POR and use resources selected by MCSD.

8. WORK & CONTRACT CONSTRAINTS

Suppliers should be aware of the following constraints that will affect how the work must be done:

8.1 Agency of Record (AOR) and Advertising Technology Provider (ATP) mandates:

Effective September 1st, 2015, the GoC uses the services of a single AOR (Cossette Communications Inc.) to plan and purchase media for government advertising, as well as an ATP (Technologies Adgear Inc.) to support digital activities. The Contractor must review the AOR and ATP manuals, provided by the Project Authority, which outline the GoC's media planning and buying procedures and ad serving information. It is the responsibility of the Contractor to refer to these documents.

Upon request from the Project Authority, the Contractor must participate in meetings with the AOR to discuss campaign requirements, procedures, and roles and responsibilities to ensure integrated and seamless campaign planning and execution.

8.2 Internet Advertising:

The GoC has centralized the management of search engine marketing (SEM) optimization and reporting to ensure best possible efficiencies and quality control over delivery and reporting on all GoC SEM activities.

The AOR manages services related to Internet media placements such as SEM optimization and reporting.

The following documents are required for Internet campaigns:

- For SEM optimization or paid search campaigns:
 - Media strategy, keywords, and text links
 - The AOR will provide recommendations to optimize from that point forward, based on the Work Authorization (WA) parameters, including the media plan and the strategy

The Contractor must refer to the AOR manual for the Internet Display and SEM or Keyword optimization process.

NOTE: The Contractor must ensure the *Government of Canada's Value and Ethics Code* is respected when considering internet advertising placement by avoiding controversial websites.

8.3 Policies, Acts and Standards

To ensure the integrity and efficacy of GoC advertising, the Contractor must provide services and produce materials in compliance with the administrative policies of the GoC issued by the Treasury Board Secretariat of Canada (TBS), including, but not exclusive to, the following:

- The *Communications Policy of the Government of Canada* to ensure that communications across the GoC are well coordinated, effectively managed and responsive to the diverse information needs of the public;
- The *Federal Identity Program Policy* (paragraph 5 (6) and Appendix A, sub-sections 3.2 and 3.3) to ensure that advertising design and presentation conform to the requirements;
- The *Contracting Policy* to ensure the quality and value of the work they contract out;
- The *Official Languages Act* (Sections 11 and 30) to ensure compliance in all advertising. Moreover, institutions must respect the GoC's commitment stated in Part VII of the Act to enhance the vitality of official language minority communities –The *Privacy Act* to ensure proper privacy practices are incorporated and respected in the handling of personal information; and
- The *Standard on Web Accessibility* to ensure conformance with *Web Content Accessibility Guidelines* (WCAG) 2.0.

All the relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

The Contractor must maintain financial records in support of HC's responsibilities under the Financial Administration Act and provide information in support of HC's responsibilities under the Access to Information Act. As well, the Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

8.4 Approvals Process

The Project Authority will be a representative from HC's MCSD. The Project Authority identified within the contract will be responsible for providing the Contractor with the AOR and ATP manuals, seeking all necessary approvals, providing written approvals of all work, receiving all final deliverable material, and verifying that value for money has been obtained.

The Contractor will work with the Project Authority to set a timeline for delivery and presentation of work including campaign briefs, campaign strategies, creative concepts, and post-campaign reports.

The Project Authority will work with the Contractor to define and refine the message and the development and design of materials to be applied to the campaign prior to getting approval from internal Program colleagues and senior management. MCSD will apply an approval process to messaging, draft and final versions of all deliverables, including ads. Final approval cannot be obtained until MCSD signs off by email. Once this occurs, the Project Authority will communicate approval to the Contractor. It is the Project Authority's responsibility to seek approvals from GoC central organizations as well as from relevant groups, both internal and external to PHAC, and senior management within HC and PHAC. The Contractor may be asked to provide presentation materials and / or to make presentations for this purpose.

Development of advertising and related materials requires significant internal communications. Public Health Strategic Communications, specific Program authorities as well as Deputy Ministers', Minister's Offices and the Privy Council Office (PCO) must be involved throughout this process. In addition, there are significant stakeholder groups that will be informed of the approach being taken. These additional levels of approval may result in longer timeframes for approval prior to proceeding with specific projects. The Contractor should build in a two-week period for client approvals on each major milestone/deliverable in the campaign development process.

The Contractor must not place any advertisement of the GoC in any advertising medium. In addition, materials must not be forwarded to media outlets prior to receiving the AOR's email acknowledgement of receipt of the work authorization (WA) and list of media outlets purchased, as applicable.

Reporting Requirements

The Contractor will prepare weekly project status reports and provide details of the work done during the previous month. Monthly budget reports outlining the overall budget and how the project is tracking against it will be required.

At the minimum the work may include:

- Project status updates to be provided via email
- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the agency will track time separately for separate components of the campaign when presenting monthly costing reports
- The Contractor and Project Authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department
- Financial reporting on a bi-weekly basis, including short-term estimations on upcoming work, and cost overviews of previous work done during the two week period
- Face-to-face meetings will occur as needed, with contact reports provided to MCSD after the conclusion of the meeting via email

Project Management Control Procedures

MCSD will assign a dedicated Project Manager to the campaign, and will:

- Provide access to the Project Authority or the dedicated Project Manager, who will be responsible for coordinating the overall project, providing as-required direction and guidance to the Contractor, and accepting and approving the Contractor deliverables on behalf of MCSD
- Screen and review material and work with the Contractor to revise and enhance the material according to the agreed upon processes and timelines
- Monitor progress, give required direction and provide timely feedback

- Obtain approvals from HC and PHAC management, internal clients and the GoC central agencies - PCO, PSPC and TBS, as required
- Provide access to relevant materials (if needed):
 - Research results
 - Web and print products as applicable
 - Existing content, in both official languages
 - Other background material as deemed relevant by the Project Authority

8.5 Government of Canada Central Organizations

MCSD implements advertising in collaboration with other GoC organizations. Advertising is coordinated centrally by PCO with involvement from PSPC.

8.6 Creative Content Constraints

The Contractor will ensure creatives reflect the diversity of Canada's population (i.e. visible minorities, people with physical disabilities and limitations, etc.). The Contractor must ensure that creative approaches show sensitivity to cultural differences.

Specifically, deliverables must be:

- Credible, relevant and motivational
- Effective in both English and French

Creative material must comply with the GoC *Federal Identity Program (FIP) Policy* and include the GoC or institution's signature with the Canada Wordmark.

Unless directed otherwise, all radio, television and cinema advertisements end with the narration: "A message from the Government of Canada", in the language of the advertisement, followed by the approved musical signature (first four notes of "O Canada", lasting 1.5 seconds). Television and cinema advertisements contain the Canada Wordmark, preceded by the approved animation of the flag symbol, as the last image of the advertisement, and the image must remain on the screen for four (4) seconds.

Advertisements should identify the website and/or applicable contact information.

The Contractor might likewise be required to take into account other partners' logos as their participation in the campaign arises. This includes the potential use of provincial government logos, non-governmental organization logos and/or private sector company logos, where applicable.

Internet Display:

Please refer to Appendix A for Web Requirements for Creatives Placed on Government of Canada Digital Networks

Please refer to Appendix B for Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties

Web Videos:

Please refer to Appendix C for Web Video Requirements for Deliverables

Internet development must comply with Web Standards for the GoC.

Other creative constraints may arise throughout the development of the advertising campaign. To obtain further information on these mandatory requirements, contact the Project Authority.

Social Media:

Please refer to Appendix D for Healthy Canadians Social Media Design and Development Guidelines

All the relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

8.7 Green Procurement

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible. Clients and suppliers will be encouraged to transmit work requests electronically.

- All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible.
- Double-sided photocopying will be the default unless otherwise (i.e. creative samples) specified by the Project Authority.
- Photocopied documents are to be in black and white format, unless otherwise specified.
- The Contractor will be encouraged to provide proofs for client review and approval on-screen or by e-mail, electronic file transfer service, CD, DVD or zip file*, wherever possible.

8.8 Technological Constraints

Some software, websites, FTP and file transfer services are inaccessible to MCSD and the staff. The Contractor is required to find appropriate solutions for staff to review and share draft working and final materials.

At a minimum, and unless specified otherwise, the Contractor should be proficient with Adobe (including Adobe Illustrator, Adobe Photoshop, Adobe PremierePro, Adobe FireWorks, and Adobe Flash) for the various advertising media that it is required to produce. As well the Contractor must be able to provide all required deliverables in electronic format compliant with HC's software suite:

- PC-based for day-to-day operations: Microsoft Suite 2010, Adobe Reader v8 (or higher), Microsoft Outlook, MS Media Player v10 (or higher), Internet Explorer v11
- Mac Base for graphic design services: Adobe Creative Cloud
- Web: Adobe Dreamweaver, FTP client, web browsers, Adobe Photoshop

In addition, the Contractor must have the ability to upgrade/change their software in response to HC's changes to their standard software throughout the period of the contract.

8.9 Other

The Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the advertising and collateral materials will be used.

9. SERVICES REQUIRED

Please refer to 8.1 AOR and ATP mandates for information related to the new AOR mandate and changes to roles and responsibilities.

MCSD has determined the following service categories to be requisite for the provision of Advertising Services in relation to this requirement:

9.1 Account Management and Coordination Services

The Contractor is required to provide account services that may include, but are not limited to:

- Ensure that all procedures have been followed and that the contract, and any amendments, are received from the Communication Procurement Directorate (CPD) of PSPC prior to the commencement of work;
- Oversee the life of the project to ensure the quality of work and the adherence to timelines, budgets, and staff resources;
- Attend client briefings and meetings; provide status reports detailing budgets and timelines; produce estimates for approval; advise of budget variances; and facilitate the production process;
- Work closely with the AOR to ensure an integrated campaign and seamless execution;
- Ensure that all creative elements have the Project Authority's signed approval prior to production;
- Provide cost reports on a monthly basis including breakdown by personnel, resources, travel and rates; and
- Deliver all requested components as detailed in this Statement of Work (SOW).

9.2 Strategic Services

9.2.1 Strategic Planning and Development Services

The Contractor is required to produce an overarching campaign strategy that will explain how the campaign objectives will be met. This should include, but is not limited to:

- Offer strategic insight and advice for the development of media briefs for AOR Media Planning Services
- Develop creative strategies and work closely and collaboratively with the AOR's Media Planning Services to ensure integrated creative and media strategies/plans
- Adapt, update and/or build on any existing creative strategy for advertising services, as proposed by a previous advertising Contractor or MCSD (as required)
- Provide secondary research and analysis data (if necessary), and review past campaign performance (e.g., ACET, Google Analytics reports, AOR reports, survey results) and HC-supplied research, on which to base the overall strategic advertising direction and strategy. The initial plan will provide the Project Authority as well as the Contractor with strategic advice on best approaches to reach the advertising objectives. The Contractor may be expected to provide a plan with the following areas, if necessary:
 - Advertising objectives
 - Target audience
 - Key messages
 - Creative strategy and creative compositions
 - Measurable objectives
 - Budget
 - Timelines
 - Deliverables
 - Indicated action and next steps
 - Evaluation process

- Offer a description of the creative idea, the central message(s), and a rationale of why the idea will resonate with the audience(s), including a summary of the insights that support the strategic recommendation(s).

As well, the Contractor will be required to liaise with the AOR to ensure that the creative and media strategies are aligned.

9.2.2 Web and Interactive Strategic Services

Roles and Responsibilities:

- Provide a creative web interactive strategy plan, which involves translating the client's objectives into a high-level "action plan approach" that will detail the strategies involved in meeting these objectives, as well as effective evaluation
- Ensure the plan has signed authorization by the Project Authority prior to implementation and that it is compliant with governmental guidelines. The Contractor will ensure the plan includes, at a minimum, the following:
 - Creative web and interactive strategy and creative compositions
 - Tactics
 - Target audiences
 - Timelines
 - Budget
 - Creative concepts
 - Deliverables
 - Indicated action and next steps
 - Measurable objectives
 - Strong evaluation (including benchmarks against industry and other standards)
 - Signed authorization by the Project Authority prior to implementation
 - Actionability with validated support and ideas that are aligned with the marketing strategy

9.3 Creative and Production Services

Generally per campaign, the Contractor is required to present three distinct colour design concepts (or more as identified by the Project Authority), adapted for the various media in the media plan, for review and approval by the Project Authority.

For all creative, as applicable to each campaign and medium, the Contractor is required to:

- Oversee, provide direction, ensure quality control and produce (and/or adapt existing) all creative elements, concepts, development, and production of all advertising products as well as any marketing/collateral/partnership materials developed in support of the advertising products and marketing campaign-related products which may include, but are not limited to:
 - Print production
 - Ads in newspapers, magazines/journals, out-of-home (transit, billboards, etc.)
 - Direct mail piece
 - Collateral such as brochures, pamphlets, posters
 - Signs and banners
 - Broadcast production
 - TV, radio, cinema and other audiovisuals
 - Electronic production
 - Web design and graphics, interactive features, banners and buttons

- Social media visuals
 - Infographics
 - Search engine marketing
 - Online video
 - Mobile
 - Other digital media, if applicable
- Others as required
 - Illustrations and images
 - Motion graphics
 - Animation, including development in HTML5
 - Custom photography
- Produce creative concepts in the form of mock-ups, story boards, treatments, or scripts;
- Provide creative material for focus testing in both official languages, and other languages, if required;
- Revise and finalize the creative concept based on focus testing results and/or Project Authority's recommendations, as well as changes that can arise throughout the approval process;
- Write and edit text, including copy, for all drafts through to final materials;
- Provide copy-editing and proofreading services;
- Translate/adapt to the other official language and non-official language(s) all text for drafts through to final materials;
- Manage the regional adaptation of national campaign components;
- Produce graphics, photographs and design layouts through to pre-press for all printed materials;
- Script, shoot, and post-produce through to final edit for broadcast, video, and cinema materials;
- Design, program and test through to final release for new media and Internet materials;
- Print, resize or duplicate copies (including quality assurance) for distribution to media outlets;
- Acquire all copyrights (for pictures and artwork) and negotiate talent fees following appropriate Canadian unions (e.g. Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Union des Artistes (UDA));
- Distribute (traffic) materials to media outlets for non-digital creative and to the AOR for digital creative;
- Deliver a CD, DVD, or e-transfer of the master copy of final "ready-to-use" artwork/materials (including all working files i.e layered or native files, text files, graphics, images, etc.) to the Project Authority;
- Manage and ensure quality control of sub-contractors' work; and
- Coordinate creative direction and production to address media recommendations made by the AOR as part of its services.

All "studio" services including items such as file retrieval, burning CDs, upload to extranet, mounting and mock-ups, etc. to support the development of advertising materials are to be included within the production services category as identified above.

9.4 Public Relations

- Develop public relations strategies
- Lead the implementation of the strategy, including, but not limited to the development of relevant communication and outreach materials for different audiences, managing media events and public relations, developing web content
- Engage relevant parties (organizations, stakeholders, media, etc.) on behalf of HC

9.5 Event-based Marketing

- Develop, execute and manage marketing events in relevant locations (i.e. sporting events, concerts, retail outlets, college and university campuses, restaurants etc.)

10. KEY PERSONNEL

For any personnel working in one of the four key resource categories of services, the Contractor MUST submit CV's to the Project Authority and obtain approval before the resource can start working under the contract. No approval is required for personnel working in categories under the Blended Rate.

The key resource categories are:

- Account Management;
- Strategic Planning Services;
- Digital Engagement and Interactive Strategic Services; and
- Creative Direction and Production Services.

Each key resource that is proposed MUST have a minimum of three (3) years of experience in their key category of service.

The key personnel MUST be employees of the company or employees of the joint venture or one of the joint venture parties, if a joint venture is the Contractor.

The CVs should include the following information:

- The key category of service for which the individual is being proposed.
- Their experience in the advertising/marketing communications field presented in the following format, which identifies the company name, job title and years of employment:
 - Month/Year – Month/Year Company name Job title
- The number of years' experience in their proposed category of service.
- Education, professional accreditations and related professional development.
- Proficiency in English and French.
- One (1) example of a project completed in the last three (3) years before contract award, or the period following contract award, that demonstrates the individual's expertise in the proposed category of service. The example should provide details on the dates, scope and size of the project as well as the individual's role and contribution.

11. ADMINISTRATIVE SUPPORT SERVICES

The Contractor is required to provide administrative support services including:

- Project invoices, in accordance with the invoicing instructions, as per each task authorization
- Provide reports by e-mail to Project Authority detailing the time and resources used to provide the services requested through a task authorization
- Provide estimates as requested by the Project Authority and as per each task authorization
- Provide a process to ensure that at the end of a contract, all deliverables are delivered to the Crown (within 30 days of the expiry of the contract or within timelines set-out by the Project Authority in a task authorization) and in final workable formats. This process, to occur in the final year of the contract, must be developed and approved in consultation with the Project Authority.

These services are part of the overall services to be provided by the Contractor and as such, the Project Authority will not be charged separately for the production or supply of these services. Since these costs

are considered overhead, the Contractor is required to integrate them into the hourly rates in the basis of payment when producing their bid.

12. DELIVERABLES

The Contractor must provide strategic, creative, production, account management and administrative services to support PHAC's campaign(s).

For the option years, the Contractor will be required to provide services in support of the planning, creative development and implementation of marketing activities and tactics for PHAC public health preparedness and prevention related initiatives including any urgent, emergency-driven marketing that may arise.

13. ASSISTANCE SUPPLIED BY DEPARTMENT

The Project Authority will be responsible for the following activities:

- Providing a creative brief to the agency
- Providing existing creative and evaluations of relevant past campaigns
- Providing a Project Manager (Marketing Advisor) dedicated to agency liaison
- Providing relevant Public Opinion Research
- Providing background information for content of fulfillment pieces (graphical elements, campaign tag line and Web address to be added by the Contractor)
- Obtaining and providing approvals from HC and PHAC management and the GoC agencies as required

A Marketing Advisor from HC's MCSD will be dedicated to being the liaison with the Contractor and will be available to the Contractor Monday to Friday to provide relevant research (working with POR and internal Program contacts), marketing plans and any other necessary documents required by the Contractor.

14. MEETINGS

The Contractor is expected to participate in an initial briefing with the AOR, by phone or in person (to be identified by the Project Authority), to discuss the Campaign Brief document, as well as participate in meetings (schedule to be identified by the Project Authority) to ensure campaign integration between the creative and media strategies.

The Contractor may be asked to participate in meetings with MCSD in Ottawa in person and as requested, by phone with various audiences. Many of the meetings will involve examination, assessment and refinement of marketing materials that can only be accomplished by in person collaboration.

15. TRAVEL

MCSD will pay reasonable travel expenses for the Contractor's representative(s) in accordance with the TBS Travel Guidelines (available at the following web site: www.tbs-sct.gc.ca/psm-fpfm/pay-remuneration/travel-deplacements/menu-travel-voyage-eng.asp) at the time of travel to attend in person these meetings and when requested for marketing discussions that necessitate in person collaboration. Where travel is deemed necessary, the Contractor will submit a cost estimate to the Project Authority for authorization prior to traveling.

Payment for travel and living expenses must be made in accordance to the terms of payment and the *National Joint Council Travel Directive*.

APPENDIX A

Web Requirements for Creatives Placed on Government of Canada Digital Networks

Web accessibility

Images must comply with the Standard on Web Accessibility to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0 (www.w3.org/TR/WCAG20) – www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601. This includes, but is not exclusive to the following:

- Titles for images are not included in the jpeg version of the image.
- Colour should not be used to convey information. For example, instead of using a colour-based legend in a chart, different patterns should be used to identify different sets of data.
- Provide an alt text* and a long description** for each image provided to meet accessibility requirements, with the exception of Carousel banners and Promotional feature banners (since they do not have embedded text). However, if the information from the image can be provided directly within the text (e.g. just below a chart) then a long description is not required.

*Alt text is the short line of descriptive text that appears when an image is not displayed (either because the user has turned off images in their web browser or is using a screen reader due to a visual impairment).

**A long description provides a detailed description of what the image is displaying, and this description is for visually impaired visitors using screen readers. The long description should not be just a summary or general description of the image; it must provide exactly the same information that is conveyed by the image.

Image optimization

For photos, graphics and promotional material:

- use the optimized JPEG format
- ensure the quality setting is between 51% and 70%
- strip all image metadata

To ensure the best image quality and the smallest final image size, images should be compressed only once. Always optimize from the original uncompressed, high-resolution image.

Requirements for specific products:

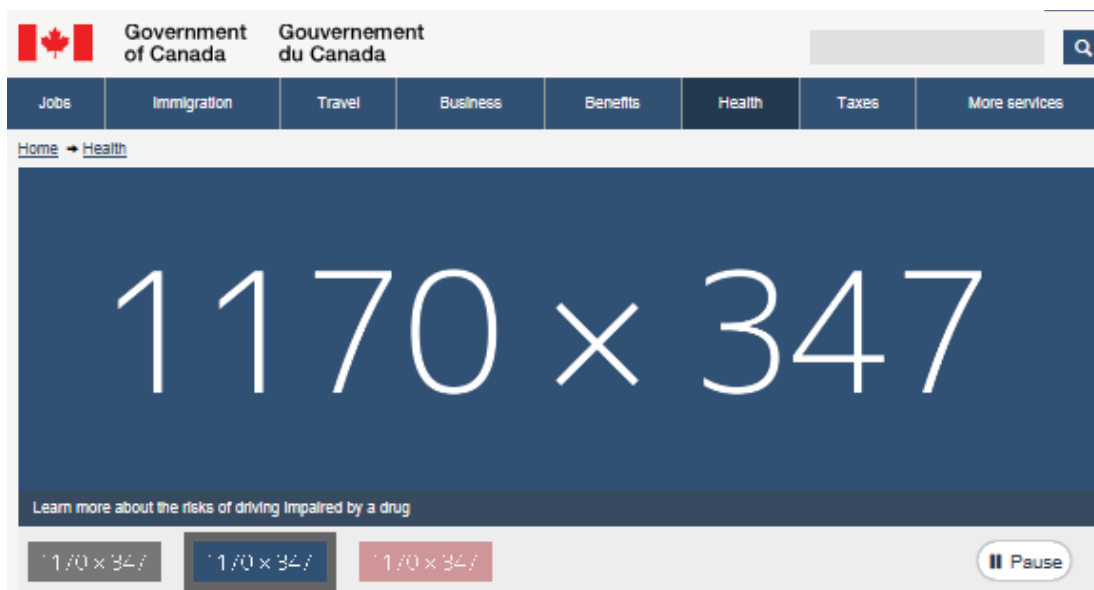
Carousels

- Do not embed any text on the banners.
- Link text should be supplied to describe the call to action. A maximum of 65 characters is allowed.

Canada.ca Website Carousel

1170x347

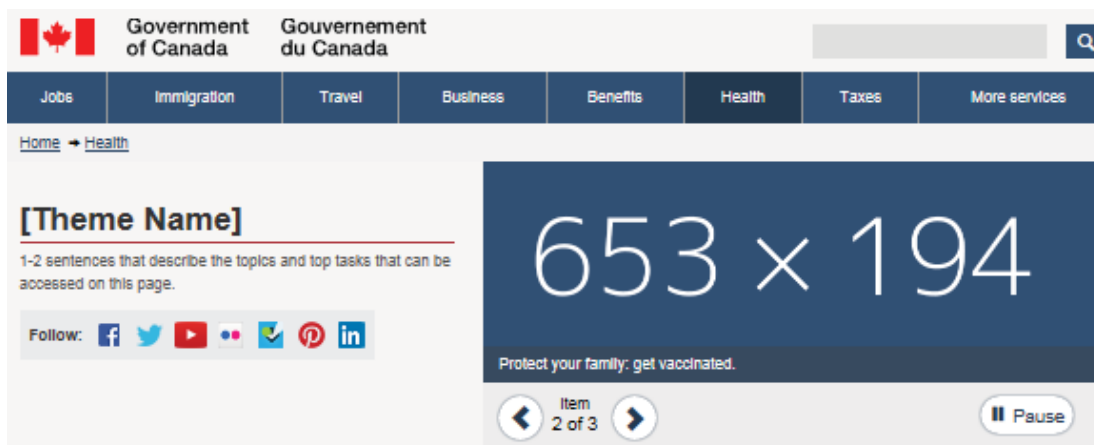
<http://www.canada.ca/en/index.html>



Canada.ca/health Carousel

653x194

<http://healthycanadians.gc.ca/index-eng.php>



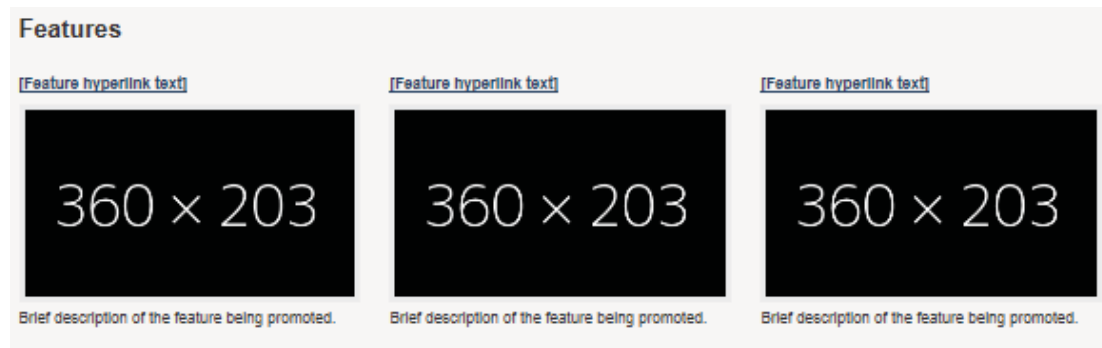
Promotional feature banner

- Do not embed any text on the images.
- Maximum 40 characters for the hyperlink text.
- Keep description text short and concise

Topic features:

360x203

At bottom of all topic pages



Please refer to Appendix E for Graphic Design Requirements for Final Artwork Files

APPENDIX B

Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties

Internet Display

Ads must use one of Ripple's 3 standard architectures:

- Banner: regular in-page banner
- Expandable: regular banner that can be expanded in the page. In Ripple, this consists of 2 separate files - collapsed (small) and expanded (large)
- Top Layer Ad (TLA): similar to the banner, except that it appears over the page content for a certain amount of time

Planning/creative agencies must integrate Ripple in rich media creatives so that campaigns are tracked correctly. Ripple can also be integrated in standard banners, but is not mandatory in that case for tracking purposes. Online documentation is available for banner developers at <http://groups.google.ca/group/adcentric-ripple>.

Banner Type	Description
Standard	An image or a Flash file (no video) Animation of 15 seconds maximum before the final frame (no animation in the final frame) Only 1 file called per impression Only 1 click covers the whole banner No interaction tracked (mouseover, etc)
Rich Media (REQUIRES RIPPLE - see below)	One or more of the following: Video Expandable formats Top layer over the site page Catfish Dynamic content based on external data (contact AOR for additional details) Combinations - 2 files talking to each other with a synchronized animation (contact AOR for additional details) Contextual behaviour Multiple files called on each impression Events tracked in the banner triggered either on click, rollover or by time spent

Additional production notes:

- Ripple must be installed before building any rich media ad/banner
- Flash development must use AS2 until further notice, as determined by the Interactive Advertising Bureau of Canada (IAB)
- The frame rate must be either 18 or 30 frames per second (fps)
- The production team must contact the AOR in the case of dynamic content based on external data or combinations (several banners talking to each other)
- GoC institutions must send creative to ACPD when submitting their request to obtain an ADV

- Allow at least 5 working days for testing and trafficking (programming) of a standard creative and at least 10 working days for a rich media creative
- URL tags can be supplied to the AOR so that they are inputted into the ad server. They can be provided on the media plan template with the site and banner information required

Please refer to Appendix E for Graphic Design Requirements for Final Artwork Files

APPENDIX C

Web Video Requirements for Deliverables

The Health Canada (HC) follows Treasury Board of Canada Secretariat Standards on [Web Accessibility](#) and [Web Usability](#). These require that assets intended for delivery on the internet (such as web videos) meet [WCAG 2.0](#) Level A/AA compliance.

The aim of this document is to help HC contractors understand what materials and formats are required in order for web based videos to be successfully posted on any PHAC website, *and* popular third party locations (e.g. YouTube.)

Federal Identity Program (FIP) Requirements

Each video posted on PHAC related websites must comply with FIP Requirements. The following is needed at the very end of the video.

- **Department Identifier** Flag symbol with bilingual department name (optional if it is a collaboration with more than one department).
- **Canada Wordmark**

Source File Requirements

Each **file** below requires a **French** version and an **English** version. (Note, alternate timed files are considered separate final files e.g. a full and an abridged version of a video counts as two files.) All videos should be produced using the NTSC Standard.

- **Final File** (Full HD resolution, 1920x1080) in MP4 format
- **Final File** (Full HD resolution, 1920x1080) **with Described Video*** in MP4 format
- **Health Canada web-ready video file** (mp4, 852x480HD)
- **Health Canada web-ready video file with Described Video*** (mp4, 852x480HD)
- **Closed Captioning** files for Final File in XML (Timed Text Authoring Format -TTAF) format
- **Closed Captioning** files for Final File in SBV format
- **Video title and description** (Microsoft Word - character limit: 60 for title, 1,000 for description)
- **Transcript File** (Word format) for the Final file video that includes narration, dialogue, important actions, sounds, scene changes and on-screen text
- **Key Words** list related to Final file video (used when posting to websites such as YouTube)
- **2-3 Still Frames** from the Final File (to be used as a thumbnail for video gallery page)
- **All Original Project Files:** separate audio tracks for each audio element (music, voice overs, sound effects, etc.), video, animations, photographs or graphics used in the process of making the video (all in full resolution, in their original file formats i.e.: mp3, .aiff, .wav, .mov, .flv, .psd, .jpeg, etc.) including project files (ie: EDL's for Premiere, FCP, Flash, Media 100, After Effects, etc.)

**Described Video is a narrated description of a program's main visual elements, such as settings, actions, costumes, or body language. The description is added to enable people to form a mental picture of the video. For people with visual impairments, such as people who are blind or have low vision, described video makes the content more accessible. If current pauses in the video do not allow enough time to add the needed descriptions, additional pauses are to be added. This may affect the overall time of the Described Video version.*

Examples:

- Drug Prevention
- Extreme Heat

EXAMPLE

You have created a video for HC/PHAC. The following 8 video files and 12 supporting files are required:

English

- 2 Final Files (video)
- 2 Final Files with described video (video)
- 2 Closed Captioning files
- 1 Title and description file
- 1 Transcript file
- 1 Key Words list
- 1 Folder with All Original Project Files

French

- 2 Final Files (video)
- 2 Final Files with described video (video)
- 2 Closed Captioning files
- 1 Title and description file
- 1 Transcript file
- 1 Key Words list
- 1 Folder with All Original Project Files

NOTE

If the video will be promoted, it must end with the animated Canada Wordmark (with waving flag) and audio identifier ("A message from the Government of Canada").

APPENDIX D Healthy Canadians Social Media Design and Development Guidelines

Healthy Canadians Social Media Target audience

- Parents of young children 0-16

Objectives

The Healthy Canadians social media channels provide Canadian parents with simple actions they can take to help protect the health and safety of their families. Creatives (copy and image) developed for these channels should:

- Be health and safety focused
- Provide easy actionable tips and/or information (ideally one per creative)
- Make parents feel empowered, not overwhelmed
- Be authoritative but friendly (i.e.: use “to help you”, “try” types of words, do not dictate)
- Drive to more information on Canada.ca (and/or another GoC digital property)
- Should not be parenting advice, but health and safety advice for parents

Creative

- **Overall guidelines**
 - Use positive images that show the correct action unless you are asking “what’s wrong with this picture?”
 - Ensure no elements in the images show unsafe and/or unhealthy behavior - even when unassociated with the topic. (e.g. Post on physical activity showing kids outside but one of the kids is wearing a scarf or no helmet when biking)
 - Use plain language, be clear and concise
 - Avoid text heavy creative (overwhelming, cluttered and visually unattractive)
 - All images used on the Healthy Canadians channels will need the Healthy Canadians footer (Please refer to the ‘Creatives’ section below)
- **Facebook**
 - Image dimensions: 1200px x 628px
 - Include an engagement question on the image or in the wall post
 - Question should be open-ended to allow for maximum comments and engagement
 - It is ok to ask two questions when the first is a yes or no answer (i.e. Did you ever have a computer virus? Was it bad?)
 - Don’t use the terms “LIKE, CLICK, SHARE or COMMENT” as part of the call to action
 - Promoted posts
 - Images must have no more than 20% text.
 - Below is a Facebook tool that can help you determine the amount of text on an image: 5 boxes = 20% text. Note: the Footer currently takes 2 boxes. Use this link <https://www.facebook.com/help/468870969814641>
- **Pinterest**
 - Image dimensions: 736px width – Length is flexible
 - Style: “How-to”, infographic, lists of tips or one tip that will drive to more info

- Images are what rule on Pinterest
- **Twitter**
 - While a maximum of 140 characters are allowed, we recommend writing English tweets no longer than 95 characters which will allow room for translation and will also allow for Bit.ly links and/or images which each take 22 characters.
 - Include image/video when possible
 - Tone/voice should be helpful, somewhat light (depending on the topic)
- Twitter Image Optimization: <http://blog.filemobile.com/twitter-image-preview>
- **YouTube**
 - Less than 1-minute is best
 - Engaging, funny, “How to” content (no journalistic style)
 - Accessibility file formats from the video requirements list must be followed (please refer to Appendix C for Web Video Requirements for Deliverables)
 - If the video will be promoted, it must end with the Canada Wordmark and soundbyte.

Content

- Links to content must be to Canada.ca/Health, or another GoC website
- To link to a non-GoC website, a memorandum of understanding or a partnership agreement must be in place
- All posts must highlight content that is already available on the website
- Avoid content duplication: Review the existing content on the Healthy Canadians Facebook, Twitter, Pinterest and YouTube accounts and develop new content to fill the content gaps on those channels

Approvals

- All content must be approved by program content experts to ensure that it is factually and scientifically correct
- The Healthy Canadians social media team will need to review the content that is developed for the social media channels prior to posting

Creatives

FOOTER (French and English working files provided)



FACEBOOK SAMPLES

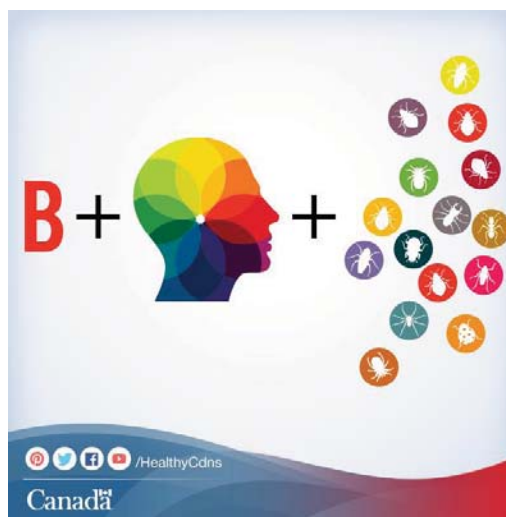
Open question

Multiple Choice



True or False

Riddle



PINTEREST SAMPLES



TWITTER SAMPLES

Consumer Products Safety

New #toys for your kids? Make sure they're safe for their age: <http://bit.ly/hcdnstoy102> #toysafety



Nutrition

#TisTheSeason to try new #veggies! Get tips here: <http://bit.ly/hcdnsveg1>



Broccoli and cheese in a #muffin? You have to taste it to believe it. <http://bit.ly/hcdnsbro5> #recipe

Environmental Health

#Cooking up a storm? Keep the kitchen ventilated to prevent #mould. <http://bit.ly/hcdnsml2>

Diseases & Conditions

#DYK in 2014 about 24,400 Canadian women will be diagnosed with #breastcancer?
<http://bit.ly/hcdnsbc1>

Please refer to Appendix E for Graphic Design Requirements for Final Artwork Files

APPENDIX E

Graphic Design Requirements for Final Artwork Files

The Contractor will provide final artwork for a wide range of print products and electronic media. The final design product will be supplied to the Project Authority as final electronic artwork on the specified media. Final error-free camera-ready hard copy boards may be required for line illustrations or continuous tone illustrations as specified by the Project Authority.

Final electronic artwork and laser proofs will be produced as follows:

- Artwork will be set according to printer or electronic/web master specifications or as specified by the Project Authority.
- The Contractor will return all completed work and all related files (i.e., layered or native files, text files, electronic files, graphics, images, fonts, etc.) as well as the output proofs. These files will be supplied on current electronic media or as specified by the Project Authority.
- Information sheets containing the proper information on software, versions, fonts, colours, graphics, scanned images, etc., will be supplied with the electronic media.
- Special instructions, including (for example) trapping, spreading, choking information, will be provided with the electronic media.
- Scanned images will be supplied on the specified media as well as all other electronic sources required proceeding.
- All final deliverables destined for Web sites must be created and compiled using industry standard software packages and must be ready for posting to a Web server.
- Sets of files for posting on Web sites must be accompanied with a specifications form that includes a file directory that lists all folders and files included and identifies which file serves as the home page, the development software (including version number) used to create the Web pages and any other information necessary to ensure correct appearance and functionality after posting. (The Contractor must provide at no extra charge the source files used for the creation of text and graphics that appear in the files for posting on Web sites.)
- All illustrations and photographs will be in place in final files.
- Filename extensions must be properly updated in all layouts and must include appropriate extensions (i.e. filename.eps, filename.indd).
- For final files for exhibits/displays created in Illustrator: ensure that files are embedded and saved as an .eps as opposed to an AI file. Include all fonts used in all vector artwork.
- For final files for exhibits/displays: supply all logos as VECTOR EPS files and not raster files such as Photoshop EPS, JPEGs, GIFs or TIFFs.
- Instructions indicating the dominant and secondary colour for any duotones will be indicated on the electronic media or laser proof or resolved in final form within the electronic files.
- A laser proof (output from a laser printer, laser-image setter or equivalent) will be supplied with the electronic media identifying all particulars of production.
- Laser copies produced to indicate position of illustrations will be clearly marked "for position only" or in French "positionnement seulement".
- Colour divisions will be provided and clearly demonstrated on laser proofs and approved by client.
- All sets of files for electronic media must be accompanied by colour laser proofs demonstrating the on-screen appearance of the final product.
- The Contractor may be required to store an electronic version of original materials developed under the Contract, and will maintain an inventory of such materials.

Solicitation Number
HT399-164512/A

AMD

Buyer ID
CZ 002

Ownership of the material, and copyright of the materials, will always vest with the department.

ANNEX "B" BASIS OF PAYMENT

NOTE TO BIDDERS:

Bidders must submit an hourly rate for each of the four (4) key categories of services and one (1) blended hourly rate (see table below under B.1). The blended hourly rate to be submitted is the rate the Bidder will charge for any services not covered by the key categories such as (but not limited to):

- Account Coordination
- Graphic Design
- Copy Writing (English or French)
- Copy Editing (English or French)
- Translation and Adaptation
- Proofreading (English and French)
- Production Coordination Services
- Media Distribution (Trafficking)
- Public Relations (Strategy Development and Implementation)
- Event-based marketing (Strategy Development and Implementation)

The Bidder will be paid in accordance with the following Basis of Payment for Work performed pursuant to any TA. Bidders must include all agency charges in their hourly rates as no other agency fee or commission will be payable above these rates. The hourly rates are firm and will be used in the evaluation.

B.1 FIRM HOURLY RATES

The Contractor will be paid firm hourly rates as follows, for work performed in accordance with the Contract. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software], word processing, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rates identified herein, and will not be permitted as direct charges under the Contract. Suppliers are not permitted to charge hourly rates to prepare work estimates or task authorizations.

The rates must be in Canadian currency, Customs duties are included and Goods and Services Tax or Harmonized Sales Tax (GST/HST) is extra, if applicable.

NOTE: Bidders must include all agency charges in their hourly rates as no other agency fees or commissions will be payable above these rates.

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2
Account Management	\$_____	\$_____	\$_____
Strategic Planning Services	\$_____	\$_____	\$_____
Digital Engagement and Interactive Strategic Services	\$_____	\$_____	\$_____
Creative Direction and Production Services	\$_____	\$_____	\$_____
Blended Rate for all other services	\$_____	\$_____	\$_____

B.2 PRODUCTION COSTS

The production costs are costs associated with the production of the ads and marketing/partnership activities and products, excluding the professional fees billed as hourly rate. Production costs will be reimbursed at cost, as subcontracted services and direct expenses.

B.2.1 SUBCONTRACTED SERVICES

The Contractor will be reimbursed at cost for any actual expenditure reasonably and properly incurred to acquire goods and services from outside suppliers at the supplier's price, net of any trade or prompt payment discounts.

FOR EACH SUBCONTRACTED SERVICE OVER \$25,000.00 (GST / HST INCLUDED)

The Contractor will obtain competitive bids from no less than three (3) outside suppliers. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results. A subcontracted service over \$25,000 (GST/HST included) applies to the total aggregate of the dollar value of each subcontracted service per resulting Contract against a resulting Contract.

B.2.2 DIRECT EXPENSES

The professional fees submitted in B.1 are all inclusive.

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers, given the service(s) is/are documented in the approved Contract against a Supply Arrangement. All such direct expenses must have prior authorization of the Project Authority.

B.3 TRAVEL AND LIVING EXPENSES

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>, and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

B.4 CONTRACTUAL JOINT VENTURE (IF APPLICABLE)

The Bidder is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of monies under the Contract to the identified lead member, (insert name), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition, it is agreed that giving notice by Canada to the identified lead member shall be deemed notice to all parties.

ANNEX "C" - TASK AUTHORIZATION FORM

All invoices/progress claims must show the reference Contract and Task numbers. Toutes les factures doivent indiquer les numéros du contrat et de la tâche.		Contract no. • No du contrat
		Task no. • No de la tâche
Title of the task, if applicable • Titre de la tâche, s'il y a lieu		Total estimated cost of task (GST/HST extra) • Coût total estimatif de la tâche (TPS/TVH en sus)
TA revision no. • No de révision de l'AT	Increase/decrease • Augmentation/réduction	Previous value • Valeur précédente
To • À	TO THE CONTRACTOR You are requested to supply the following services in accordance with the terms of the above reference contract. Only services included in the contract shall be supplied against this task. Please advise the undersigned if the completion date cannot be met. Invoices/progress claims shall be prepared in accordance with the instructions set out in the contract. À L'ENTREPRENEUR Vous êtes priés de fournir les services suivants en conformité des termes du contrat mentionné ci-dessus. Seuls les services mentionnés dans le contrat doivent être fournis à l'appui de cette demande. Prière d'aviser le signataire si la livraison ne peut se faire dans les délais prescrits. Les factures doivent être établies selon les instructions énoncées dans le contrat.	
Delivery location • Expédiez à		

Start of the Work for a TA

Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.

Début des travaux pour l'AT

Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

Task description of the work required • Description de tâche des travaux requis	See attached • Ci-joint <input type="checkbox"/>
Directives	See attached • Ci-joint <input type="checkbox"/>
Deliverables • Produits à livrer	See attached • Ci-joint <input type="checkbox"/>
Completion and submission dates • Dates d'achèvement et dates de livraison	See attached • Ci-joint <input type="checkbox"/>
TA revision description • Description de la révision de l'AT	See attached • Ci-joint <input type="checkbox"/>
Basis and method of payment • Base et méthode de paiement	

Authorization(s)

By signing this TA, the authorized Project Authority and/or the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

The Project Authority's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

Autorisation(s)

En apposant sa signature sur l'AT, le chargé de projet autorisé et/ou l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

La limite d'autorisation du chargé de projet est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized Project Authority • Nom et titre du chargé de projet autorisé à signer	
Signature	Date
PWGSC Contracting Authority • Autorité contractante de TPSGC	
Signature	Date

Contractor's Signature • Signature de l'entrepreneur

Name and title of individual authorized to sign for the Contractor • Nom et titre de la personne autorisée à signer au nom de l'entrepreneur	
Signature	Date

<input type="checkbox"/> Estimate received from Contractor • Devis reçu de l'entrepreneur	See attached • Ci-joint <input type="checkbox"/>
Date	Initials • Initiales

<input type="checkbox"/> Revised Estimate received from Contractor • Devis révisé reçu de l'entrepreneur	See attached • Ci-joint <input type="checkbox"/>
Date	Initials • Initiales

**ANNEX "D" TO PART 5 OF THE BID SOLICITATION
FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION**

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- ☐ A1. The Bidder certifies having no work force in Canada.
- ☐ A2. The Bidder certifies being a public sector employer.
- ☐ A3. The Bidder certifies being a federally regulated employer being subject to the *Employment Equity Act*.
- ☐ A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- ☐ A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with ESDC-Labour.

OR

- ☐ A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- ☐ B1. The Bidder is not a Joint Venture.

OR

- ☐ B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

ANNEX "E" TECHNICAL AND FINANCIAL EVALUATION

1. TECHNICAL EVALUATION

1.1 DEFINED TERMS for the purpose of this evaluation

Completed marketing and advertising campaign is defined as:

- the creative and production work was completed;
- the advertisement was broadcast or published in the appropriate media;
- the marketing activities were delivered; and
- results/evaluation of advertising activities, including social media and digital, are available and measured.

Integrated-multimedia social marketing and advertising campaign is defined as:

- the advertising component of the campaign was a mix of at least three (3) different media (any of the following: TV; print; radio; out-of-home; internet; cinema; social media, etc.). One of these must include digital.
- the appropriate marketing activities and products were developed and implemented (any of the following: print and digital ads, pamphlet, infographic, poster, video, mobile app, etc).

Public health is defined as:

- the science of protecting and improving the health of families and communities through promotion of healthy lifestyles, research for disease and injury prevention, detection and control of infectious diseases and response to public health disasters and emergencies.

1.2 MANDATORY TECHNICAL CRITERIA

The Bidder must meet all the mandatory requirements of the Statement of Work.

1.2.1 EXPERIENCE OF THE BIDDER

The Bidder MUST demonstrate its capability and experience in providing strategy, creative and production execution of marketing and advertising campaigns by providing two (2) different examples. Each of the two (2) different examples MUST have been produced and completed within the last five (5) years from bid closing.

- One (1) completed **public health related** marketing and advertising campaign implemented on multiple platforms, including social media.
- One (1) completed **integrated-multimedia social marketing and advertising campaign** that dealt with an urgent/emergency driven topic that required a quick response from the primary target audience.

NOTE: At least one (1) of the two (2) examples submitted MUST either have been originally developed for campaigns in both official languages or the Bidder MUST adapt the text into the other official language and integrate this adapted text into the original creative layout, to adequately demonstrate the Bidder's ability to provide creative services in both official languages. For television, it is acceptable to submit storyboards with the text adapted. For radio, an adapted script is acceptable.

1.3 POINT RATED TECHNICAL CRITERIA

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum of 60% of the points for each rated criteria.

Rated Criteria	Minimum Points Required	Maximum Points
Experience of the Bidder	108	180
Understanding of the Requirement	72	120
Total	180	300

1.4 RATED REQUIREMENTS

1.4.1 Experience of the Bidder - maximum of 180 points.

- A. One (1) completed **public health related** marketing and advertising campaign implemented on multiple platforms including social media. Maximum of 100 points.
- B. One (1) completed **integrated-multimedia social marketing and advertising campaign** that dealt with an urgent/emergency driven topic that required a quick response from the primary target audience. Maximum of 80 points.

The following factors will be evaluated:

- A. **One (1) completed public health related marketing and advertising campaign implemented on multiple platforms, including social media. Maximum of 100 points.**

Creativity – maximum of 50 points:

- Demonstrates that the creative elements contributed to the achievement of the clients' communication objectives with English and/or French target audiences – up to 20 points.
- Demonstrates that the creative ideas work effectively across many media platforms – up to 20 points.
- Demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media – up to 10 points.

Strategic Insight – maximum of 30 points:

- Demonstrates a clear message, such as: brand is well identified; call to action is well understood - up to 15 points.
- Demonstrates a strategic thinking and comprehensive approach focused on results, from strategy through to execution - up to 15 points.

Results – maximum of 20 points:

- Demonstrates how results achieved stated campaign objectives – up to 20 points.

B. One (1) completed integrated-multimedia social marketing and advertising campaign that dealt with an urgent/emergency driven topic that required a quick response from the primary target audience. Maximum of 80 points.

Creativity – maximum of 35 points:

- Demonstrates that the creative elements contributed to the achievement of the clients' communication objectives with English and/or French target audiences – up to 15 points.
- Demonstrates that the creative ideas work effectively across many media platforms – up to 10 points.
- Demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media – up to 10 points.

Strategic Insight – maximum of 30 points:

- Demonstrates a strategy and approach that is innovative, original and leverages the latest trends and technologies - up to 10 points.
- Demonstrates a clear message: call to action is well understood - up to 10 points.
- Demonstrates a strategic thinking and comprehensive approach focused on results/quick response from primary target, from strategy through to execution - up to 10 points.

Results - maximum of 15 points:

- Demonstrates how results achieved stated campaign objectives – up to 15 points.

1.4.2 Understanding of the requirement – maximum of 120 points

Bidders should include in their proposal a comprehensive statement that demonstrates their understanding of the project and the complexity of working on multiple urgent public health awareness campaigns (different topics/audiences/objectives) and delivering, sometimes with extremely limited lead times, as detailed in the Statement of Work.

The following factors will be evaluated:

Project Vision – maximum of 55 points

- Include a comprehensive statement that demonstrates understanding of the marketing opportunities and challenges specific to public health – up to 15 points.
- Identification and understanding of target markets (including at-risk populations, parents of young children, youth 13-18, senior, pregnant women, young adults, health care professionals, etc.) – up to 15 points.
- In the context of extremely short timelines, explain the approach and outline the process that would be used to develop overall strategy, key insights creative direction and messaging for potential PHAC campaigns – up to 15 points.
- Outline how the Bidder would evaluate ongoing success of the strategy/campaign(s) and how it would make any necessary mid-course adjustments – up to 10 points.

Understanding of the Public Environment – maximum of 25 points

- Identification and understanding of the current environment surrounding public health issues (specifically related to pandemic type crises, urgent, pandemic, national health emergencies, etc) including review of political, economic, technological and social environment – up to 25 points.

Robust Management Systems – maximum of 20 points

- Describe how the Bidder would assign resources to projects, how they accurately estimate costs (with a view to reduce the number of adjustments to estimates during the project), and control budgets and timelines (considering the potential for delays due to approvals on the client-side) – up to 10 points.
- In the context of extremely short timelines, describe systems and processes that are in place to manage projects that may require the use of the same limited resources and their approach to acquiring surge capacity; and include an example of a specific project and how your management systems improved efficiencies and work performance – up to 10 points.

Quality Assurance Process for Language and Creative Adaptation – maximum of 20 points

- Describe the processes that are in place to ensure the quality of creative materials and their translation/adaptation from one of Canada's official languages into the other, and into any other language for various ethno-cultural audiences – up to 20 points.

2. FINANCIAL EVALUATION

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for advertising services.

To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30%.

The financial scores will be calculated as follows:

Step 1: For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the three periods of the contract (initial contract period, option period 1 and option period 2).

Example of Step 1:

Firm A

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Average Rate
Account Management	\$80.00	\$80.00	\$90.00	\$83.33
Strategic Planning Services	\$100.00	\$105.00	\$110.00	\$105.00
Digital Engagement and Interactive Strategic Services	\$100.00	\$105.00	\$110.00	\$105.00
Creative Direction and Production Services	\$80.00	\$80.00	\$90.00	\$83.33
Blended Rate	\$80.00	\$80.00	\$90.00	\$83.33

Firm B

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Average Rate
Account Management	\$100.00	\$100.00	\$100.00	\$100.00
Strategic Planning Services	\$100.00	\$100.00	\$100.00	\$100.00
Digital Engagement and Interactive Strategic Services	\$100.00	\$100.00	\$100.00	\$100.00
Creative Direction and Production Services	\$100.00	\$100.00	\$100.00	\$100.00
Blended Rate	\$100.00	\$100.00	\$100.00	\$100.00

Firm C

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Average Rate
Account Management	\$185.00	\$190.00	\$195.00	\$190.00
Strategic Planning Services	\$200.00	\$210.00	\$220.00	\$210.00
Digital Engagement and Interactive Strategic Services	\$185.00	\$190.00	\$195.00	\$190.00
Creative Direction and Production Services	\$120.00	\$120.00	\$120.00	\$120.00
Blended Rate	\$120.00	\$120.00	\$120.00	\$120.00

Firm D

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Average Rate
Account Management	\$90.00	\$95.00	\$100.00	\$95.00
Strategic Planning Services	\$90.00	\$95.00	\$100.00	\$95.00
Digital Engagement and Interactive Strategic Services	\$90.00	\$95.00	\$100.00	\$95.00
Creative Direction and Production Services	\$90.00	\$95.00	\$100.00	\$95.00
Blended Rate	\$90.00	\$95.00	\$100.00	\$95.00

Firm E

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Average Rate
Account Management	\$125.00	\$125.00	\$125.00	\$125.00
Strategic Planning Services	\$105.00	\$105.00	\$105.00	\$105.00
Digital Engagement and Interactive Strategic Services	\$125.00	\$125.00	\$125.00	\$125.00
Creative Direction and Production Services	\$115.00	\$115.00	\$115.00	\$115.00
Blended Rate	\$45.00	\$45.00	\$45.00	\$45.00

Step 2: The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

Example of Step 2:

Bidder	Account Management	Strategic Planning Services	Digital Engagement and Interactive Strategic Services	Creative Direction and Production Services	Blended Rate
FIRM A	\$83.33	\$105.00	\$105.00	\$83.33	\$83.33
FIRM B	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
FIRM C	\$190.00	\$210.00	\$190.00	\$120.00	\$120.00
FIRM D	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00
FIRM E	\$125.00	\$105.00	\$125.00	\$115.00	\$45.00
OVERALL AVERAGE	\$106.66	\$103.33	\$110.00	\$103.33	\$92.78

Step 3: If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

Example of Step 3:

Bidder	Account Management	Strategic Planning Services	Digital Engagement and Interactive Strategic Services	Creative Direction and Production Services	Blended Rate
FIRM A	\$83.33	\$105.00	\$105.00	\$83.33	\$83.33
FIRM B	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
FIRM C	\$190.00	\$210.00	\$190.00	\$120.00	\$120.00
FIRM D	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00

FIRM E	\$125.00	\$105.00	\$125.00	\$115.00	\$45.00
OVERALL AVERAGE	\$106.66	\$103.33	\$110.00	\$103.33	\$92.78
Maximum Responsive	\$213.32	\$206.66	\$220.00	\$206.66	\$185.56
Minimum Responsive	\$53.33	\$51.67	\$55.00	\$51.67	46.39

The bid from Firm C would be non-responsive as it did not meet the maximum responsive hourly rate for Strategic Planning Services. The bid from Firm E would be non-responsive as it did not meet the minimum responsive hourly rate for the Blended Rate.

Step 4: The weighted Financial Score will be determined per category of service

Example of Step 4:

$$\frac{\text{Lowest Responsive Hourly Rate}}{\text{Bidder's Hourly rate}} = \text{Weighted Financial Score per Category}$$

BIDDER	Account Management	Weighted Financial Score
FIRM A	\$83.33	6.00
FIRM B	\$100.00	5.00
FIRM D	\$95.00	5.26

BIDDER	Strategic Planning Services	Weighted Financial Score
FIRM A	\$105.00	5.43
FIRM B	\$100.00	5.70
FIRM D	\$95.00	6.00

BIDDER	Digital Engagement and Interactive Strategic Services	Weighted Financial Score
FIRM A	\$105.00	5.43
FIRM B	\$100.00	5.70
FIRM D	\$95.00	6.00

BIDDER	Creative Direction and Production Services	Weighted Financial Score
FIRM A	\$83.33	6.00
FIRM B	\$100.00	5.00
FIRM D	\$95.00	5.26

BIDDER	Blended Rate	Weighted Financial Score
FIRM A	\$83.33	6.00
FIRM B	\$100.00	5.00
FIRM D	\$95.00	5.26

Step 5: The Total Financial Score will be calculated by adding all of the weighted Financial Scores per category.

BIDDER	Account Management	Strategic Planning Services	Digital Engagement and Interactive Strategic Services	Creative Direction and Production Services	Blended Rate	TOTAL FINANCIAL SCORE
FIRM A	6.00	5.43	5.43	6.00	6.00	28.26
FIRM B	5.00	5.70	5.70	5.00	5.00	26.40
FIRM D	5.26	6.00	6.00	5.26	5.26	27.78

ANNEX “F” – EVALUATION GRIDS

EVALUATION SUMMARY		
MANDATORY REQUIREMENTS	_____ MET	_____ NOT MET
Mandatories checked by:		Date:
RATED REQUIREMENTS		SCORE ACHIEVED
1.4.1 EXPERIENCE OF THE BIDDER		
A. Public Health Related Campaign		
Creativity		_____ / 50
Strategic Insights		_____ / 30
Results		_____ / 20
Sub-Total		_____ / 100
B. Integrated Multimedia Social Marketing & Advertising Campaign		
Creativity		_____ / 35
Strategic Insights		_____ / 30
Results		_____ / 15
Sub-Total		_____ / 80
1.4.2 UNDERSTANDING OF THE REQUIREMENT		
Project Vision		_____ / 55
Public Environment		_____ / 25
Robust Management Systems		_____ / 20
Quality Assurance		_____ / 20
Sub-Total		_____ / 120
TOTAL		_____ / 300

EVALUATION TEAM SIGNATURES:

Signature	Date
Signature	Date
Signature	Date

NOTE TO EVALUATORS: This evaluation grid contains the basic criteria. This grid must be used in conjunction with the RFP document to ensure the evaluation is being conducted strictly in accordance with the published criteria.

TECHNICAL EVALUATION

MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not Met
The bid submission requirements of Standard Instructions 2003 are met.		
The Former Public Servant information has been verified.		
The Certifications in Part 5 have been completed and signed (either upon or following bid submission).		
The Annex "B" - Basis of Payment is provided		
1.2.1 Experience of the Bidder – two (2) samples submitted		
Comments:		

BIDS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.

INSTRUCTIONS TO EVALUATORS

PLEASE READ THE FOLLOWING CAREFULLY AND IN ITS ENTIRETY PRIOR TO COMMENCING THE EVALUATION OF THE RATED REQUIREMENTS.

1. The following scoring grid will be used for the evaluation of the rated criteria.
2. ONLY the Percentage Factors indicated in the table are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available Percentage Factors: 1, 2, 3, 4, 5 and 0. Factors such as 1.75, 2.5, etc. MUST NOT be used.
3. The "Points" and "Total Points" boxes in the grids will be calculated based on the Percentage Factor(s) assigned. Evaluators MUST NOT select a number for "Points" which does not correspond to a Percentage Factor. For example, 2.5/10 is not an acceptable score as 2.5 is not available.

Percentage Factor	Percentage of Total	Rating Level
0	0%	No details provided as to how the bidder meets the criteria. Unable to evaluate.
1	20%	Unacceptable - Very limited description as to how the bidder meets the criteria. Extensive weaknesses and/or deficiencies that pose major risk(s) to the project.
2	40%	Weak - Limited description as to how the bidder meets the criteria. Several weaknesses and/or deficiencies that pose moderate risk(s) to the project.
3	60%	Average - Partial description as to how the bidder meets the criteria. Limited weaknesses and/or deficiencies that pose minor risk(s) to the project.
4	80%	Satisfactory - Complete description as to how the bidder meets the criteria. Minimal weaknesses and/or deficiencies that will not likely pose any risk to the project.
5	100%	Strong - Comprehensive description as to how the bidder meets and/or exceeds all of the criteria. No evident weakness or deficiency. No inherent risk posed to the project.

RATED REQUIREMENTS

Rated Criteria	Minimum Points Required	Maximum Points
Experience of the Bidder	108	180
Understanding of the Requirement	72	120
Total	180	300

1.4.1 EXPERIENCE OF THE BIDDER

- A. One (1) completed **public health related** marketing and advertising campaign implemented on multiple platforms including social media. Maximum of 100 points.

CREATIVITY – MAXIMUM OF 50 POINTS

Achievement of client communications objectives - Up to 20 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the creative elements have been demonstrated to have contributed to the achievement of the clients' communication objectives with English and/or French target audiences.		____ / 20
Comments:		

Effective across many platforms - Up to 20 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the creative ideas have been demonstrated to have worked effectively across many media platforms.		____ / 20
Comments:		

Quality and technically sound creative - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the submission demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media.		____ / 10
Comments:		

STRATEGIC INSIGHT – MAXIMUM OF 30 POINTS

Clear Message - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates a clear message, such as: brand is well identified; call to action is well understood.		____ / 15
Comments:		

Strategic Thinking - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates a strategic thinking and comprehensive approach focused on results, from strategy through to execution.		____ / 15
Comments:		

RESULTS – MAXIMUM OF 20 POINTS

Results - Up to 20 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates how the results achieved the stated campaign objectives.		____ / 20
Comments:		

1.4.1 EXPERIENCE OF THE BIDDER

- B. One (1) completed **integrated-multimedia social marketing and advertising campaign** that dealt with an urgent/emergency driven topic that required a quick response from the primary target audience. Maximum of 80 points.

CREATIVITY – MAXIMUM OF 35 POINTS

Achievement of client communications objectives - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the creative elements have been demonstrated to have contributed to the achievement of the clients' communication objectives with English and/or French target audiences.		____ / 15
Comments:		

Effective across many platforms - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the creative ideas have been demonstrated to have worked effectively across many media platforms.		____ / 10
Comments:		

Quality and technically sound creative - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the submission demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media.		____ / 10
Comments:		

STRATEGIC INSIGHT – MAXIMUM OF 30 POINTS

Innovative Approach - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates a strategy and approach that is innovative, original and leverages the latest trends and technologies.		____ / 10
Comments:		

Message Clarity - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates a clear message: call to action is well understood.		____ / 10
Comments:		

Strategic Thinking - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates a strategic thinking and comprehensive approach focused on results/quick response from primary target, from strategy through to execution.		____ / 10
Comments:		

RESULTS – MAXIMUM OF 15 POINTS

Results - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates how the results achieved the stated campaign objectives.		____ / 15
Comments:		

Total points allocated for EXPERIENCE OF THE BIDDER: ____ / 180 points

1.4.2 UNDERSTANDING OF THE REQUIREMENT – MAXIMUM OF 120 POINTS

Bidders should include in their proposal a comprehensive statement that demonstrates their understanding of the project and the complexity of working on multiple urgent public health awareness campaigns (different topics/audiences/objectives) and delivering, sometimes with extremely limited lead times, as detailed in the Statement of Work.

PROJECT VISION – MAXIMUM OF 55 POINTS

Opportunities and Challenges - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates an understanding of the marketing opportunities and challenges specific to public health.		____ / 15
Comments:		

Target Market Understanding - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates an identification and understanding of target markets (including at-risk populations, parents of young children, youth 13-18, senior, pregnant women, young adults, health care professionals, etc.)		____ / 15
Comments:		

Approach and Process - Up to 15 points		
Assessment of criteria	Percentage Factor	Points
Within the context of extremely short timelines, the degree to which the bidder explains the approach and outlines the process that would be used to develop overall strategy, key insights creative direction and messaging for potential PHAC campaigns.		____ / 15
Comments:		

Ongoing Evaluation - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates an outline of how it would evaluate ongoing success of the strategy/campaign(s) and how it would make any necessary mid-course adjustments.		____ / 10
Comments:		

UNDERSTANDING OF THE PUBLIC ENVIRONMENT – MAXIMUM OF 25 POINTS

Understanding of the Public Environment - Up to 25 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates identification and understanding of the current environment surrounding public health issues (specifically related to pandemic type crises, urgent, pandemic, national health emergencies, etc) including review of political, economic, technological and social environment.		____ / 25
Comments:		

ROBUST MANAGEMENT SYSTEMS – MAXIMUM OF 20 POINTS

Resources and Costs - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder demonstrates how it would assign resources to projects, how they accurately estimate costs (with a view to reduce the number of adjustments to estimates during the project), and control budgets and timelines (considering the potential for delays due to approvals on the client-side).		____ / 10
Comments:		

Systems and Processes - Up to 10 points		
Assessment of criteria	Percentage Factor	Points
Within the context of extremely short timelines, the degree to which the bidder describes systems and processes that are in place to manage projects that may require the use of the same limited resources and their approach to acquiring surge capacity; and include an example of a specific project and how your management systems improved efficiencies and work performance.		____ / 10
Comments:		

QUALITY ASSURANCE PROCESS FOR LANGUAGE AND CREATIVE ADAPTATION – MAXIMUM OF 20 POINTS

Quality Assurance Process for Language and Creative Adaptation - Up to 20 points		
Assessment of criteria	Percentage Factor	Points
The degree to which the bidder describes the processes that are in place to ensure the quality of creative materials and their translation/adaptation from one of Canada's official languages into the other, and into any other language for various ethno-cultural audiences.		____ / 20
Comments:		

Total points allocated for UNDERSTANDING OF THE REQUIREMENT: ____ / 120 points