



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

SOLICITATION AMENDMENT

MODIFICATION DE L'INVITATION

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

| | |
|--|--|
| Title - Sujet HC Advertising Creative Services | |
| Solicitation No. - N° de l'invitation HT399-164522/A | Amendment No. - N° modif. 001 |
| Client Reference No. - N° de référence du client HT399-16-4522 | Date 2017-05-17 |
| GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-025-72863 | |
| File No. - N° de dossier cz025.HT399-164522 | CCC No./N° CCC - FMS No./N° VME |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-05-30 | |
| 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: Schou, Christian | Buyer Id - Id de l'acheteur cz025 |
| Telephone No. - N° de téléphone (613) 995-2278 () | FAX No. - N° de FAX (613) 949-1281 |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|--|--|
| Delivery Required - Livraison exigée | 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 |

This reason for this amendment is to advise all potential bidders of the questions and answers pertaining to this Request for Proposals in Section 1, and to revise Part 5 – Certifications and Additional Information and Annex “A” Statement of Work in Section 2.

Please note the change to the solicitation closing date.

SECTION 1- QUESTIONS AND ANSWERS

Question 1: Please clarify what is meant by ‘leveraged community networks or non-governmental organizations’ under Rated requirement 1.4.1 B).

Answer 1: A campaign that used community networks or non-governmental organizations (NGO) to increase the campaign reach. For example, a collaboration with an NGO, distribution support from health professionals to distribute campaign collateral (i.e pamphlet or other products developed for the campaign), information sharing with health networks etc.

Question 2: Statement of Work, Article 10. Key Personnel

It is noted that key resources must be approved before starting work. Will CVs only be required of the agency that is awarded the contract?

Answer 2: Yes. The evaluation of personnel was not included in the evaluation criteria. CVs are not required with your bid.

Question 3: Is there an incumbent that is currently responsible for the scope outlined in the RFP?

Answer 3: No.

Question 4: Why are you looking for one agency now? What has prompted the search?

Answer 4: HC wishes to establish a contract with a Lead Agency (Contractor) that allows for appropriate advertising planning and execution of key advertising and marketing activities that support health responsibilities based upon ongoing project requirements.

Question 5: Article 5.2.4 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:

Will agency partnerships be acceptable in the event that an RFP requirement is not available in-house? For example, if PR services are not an in-house capability, would the partnership with a PR agency meet expectations?

Answer 5: The Bidder can be one company or a Joint Venture if one company cannot meet all requirements and provide all the services on their own.

Please also note in Section 2 of this Solicitation Amendment that certain services have been removed from the list of categories of service that bidders will need to certify that they have available in-house.

Question 6: Part 7, Article 7.6.2 (1) Is there meant to be a sum in which the Cumulative Total of all Task Authorizations should not exceed under the Limitation of Expenditure? Currently, it's blank.

Answer 6: The Limitation of Expenditure will only be included upon contract award.

Question 7: Annex F – Article 1.2.1

- a) Can you please define **Health and safety related**?
- b) If an agency does not have 1 example of a direct **Health and safety related** campaign, how much weight is applied to this in the evaluation criteria out of the maximum available score of 80.

Answer 7:

- a) Health and safety-related marketing and advertising campaign is defined as marketing activities providing Canadians with targeted, timely, relevant, comprehensive and accessible information to assist them in making informed decisions to protect their health.
- b) Providing a health and safety related campaign is a mandatory criterion.

SECTION 2- THE FOLLOWING CHANGE FORMS PART OF THIS RFP

In Part 5 – Certifications and Additional Information, under 5.2.4 Capability of Resources-

DELETE:

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

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AMD
001

Buyer ID
CZ 025

- Production Coordination Services
- Media Distribution (Trafficking)

AND REPLACE WITH:

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 this key category of service.
- Strategy Planning Services – Resource(s) must have minimum 3 years in this key category of service.
- Digital Engagement and Interactive Strategic Services – Resource(s) must have minimum 3 years in this key category of service.
- Creative Direction and Production Services – Resource(s) must have minimum 3 years in this key category of service.

At Annex “A” – Statement of Work-

DELETE the following title:

9.2.2 Web and Interactive Strategic Services

AND REPLACE WITH:

9.2.2 Digital Engagement and Interactive Strategic Services

ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN UNCHANGED.

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. HT399-164522/A to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core A1, 11 Laurier St., Gatineau, Québec, K1A 1C9.