



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

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K1A 0S5

Bid Fax: (819) 997-9776

SOLICITATION AMENDMENT

MODIFICATION DE L'INVITATION

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

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

Comments - Commentaires

Vendor/Firm Name and Address

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

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Title - Sujet HC Advertising Creative Services	
Solicitation No. - N° de l'invitation HT399-164522/A	Amendment No. - N° modif. 002
Client Reference No. - N° de référence du client HT399-16-4522	Date 2017-05-19
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.

QUESTIONS AND ANSWERS

Question 8:

- a) In examining the requirements of the above RFP I have a question regarding in-house resources. In item 10. Key Personnel pg.31 under “The CVs should include the following information” the item calls for information on the “Proficiency in English and French.”
- b) Similarly on page 11, 5.2.4 Capability of Resources, Specifies “Copy Writing (English and French). In the past we have used outside resources to help with French creative and translation. Would this disqualify our agency from this RFP?

Answer 8:

- a) This bullet simply requests to include what the resource’s level of proficiency is in both English and French in the CVs. This would also be for personnel under the key resource categories and only after contract award.
- b) No. Please note Section 2 of Solicitation Amendment 001 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 9: The Health Canada RFP requires two national case studies developed and produced within the past 5 years, with one being a Health and Safety-related campaign, national in scope, developed in the past 5 years.

That 5-year restriction on the Health and Safety-related campaign limits the pool of bidders essentially to those agencies that have current or very recent federal government contracts. There are few exceptions, such as national NGO campaigns.

This approach will prevent Health Canada from seeing submissions from agencies with strong Health and Safety experience prior to 2012. Is that intentional?

Assuming one submitted case study is current, within the past five years, would Health Canada consider opening up the time period for the Health and Safety-related campaign, to enable more agencies to compete?

Answer 9: The five (5) years requirement for the examples will remain.

Please note that only the example for “One (1) completed national integrated-multimedia social marketing and advertising campaign” needs to be national.

The example for the “One (1) completed health and safety related marketing and advertising campaign targeted at Canadian audience(s) that leveraged community networks or non-governmental organizations in the context of social marketing and advertising campaign” does not need to be national in scope.

Question 10: Regarding the team assigned for the project, will you require the leadership team's bios who are assigned to HS solely (about 7 – 8 resources) or will you require having all the team assigned to the account?

Answer 10: CVs will only be requested upon contract award and only the resources that will be billing under the four (4) key resource categories will need to submit CVs and meet the minimum years of experience. Resources billing under the Blended Rate will not need to submit CVs.

Question 11: What is the budget for the project?

Answer 11: The budget will not be provided.

Question 12: Part 3 / 3.1 / Bid Preparation Instructions-

When submitting the three sections of the bid (Technical, Financial, and Certifications), can the hard copies of all three sections be submitted inside a single envelop? Or should the Technical, Financial, and Certifications sections be submitted in three separate envelopes? It states that each of the three sections should be separately bound, i.e. stapled, but I wanted to confirm if further separation is needed by putting them into different envelopes.

Answer 12: The sections can be included inside a single envelope.

Question 13: Part 3 / 3.1 / Section II: Financial Bid AND pg 47 / Annex B / B.1-

The request for the financial bid is to provide it "in accordance with the Basis of Payment in Annex B", which is on page 47. Is completion of the table in section B.1., located at the bottom of page 47 of Annex B, the only document that is required for the financial bid?

Answer 13: Yes.

Question 14: Part 3 / 3.1 / Section II: Financial Bid-

In the submission of the financial bid, there is a request that "The total amount of Applicable Taxes must be shown separately". Would you like the applicable taxes to be added to a separate column within the financial bid chart from Annex B (pg 47)? Or should the taxes be applied to a separate document? Or do the taxes not need to be included in the financial bid for this RFP submission?

Answer 14: It is not required to include taxes, but if taxes are included in the financial bid they must be shown on a separate line from the hourly rates.

Question 15: Annex F / 1.2.1 / Experience of the bidder-

For the technical submissions, are TV storyboards and radio scripts shown in the hard copies sufficient to evaluate the video/audio creative examples for the National integrated-multimedia social marketing & advertising campaign OR health and safety related marketing & advertising campaign? Or should playable MP3/MP4 files be submitted within a separate folder for the electronic copy of the technical submissions as well?

Answer 15: Playable files of the creative originally developed for the campaigns should be submitted in the electronic copy.

Question 16: Part 5 / 5.1.1 / Integrity Provisions - Declaration of Convicted Offences-
This part of the submission states that "Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process". However, after checking the link provided for the ineligibility and suspension policy for convicted offences, it doesn't seem as though there is an area to sign or confirm that we're adhering to the law. Can you please confirm how this certification should be submitted? Is it sufficient to reply that we've read the forms and are in compliance with the regulations, or is something else needed?

Answer 16: Bidders only need to provide the required documentation if they have convicted offences listed under the policy to declare.

Question 17: Part 5 / 5.1.2 / Integrity Provisions – Required Documentation-
This part of the submission states that "Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process". However, after checking the link provided for the ineligibility and suspension policy for required documentation, it does seem as though there is an area to sign or confirm that we're adhering to the law. Can you please confirm how this certification should be submitted? Is it sufficient to reply that we've read the forms and are in compliance with the regulations, or is something else needed?

Answer 17: Further details on the requirements of the integrity provisions are included in the Standard Instructions 2003 (2017-04-27), Article 01 Integrity provisions- bid- <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/22>

Question 18: Part 5 / 5.1.3 / Federal Contractors Program for Employment Equity - Bid Certification-
This part of the submission states that "The Bidder must provide the Contracting Authority with a completed annex "E" Federal Contractors Program for Employment Equity - Certification, before contract award". Is completion/signing of the form in Annex E sufficient for this certification to be properly submitted?

Answer 18: Yes.

**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.