



**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

<b>Title - Sujet</b> HC Advertising Creative Services	
<b>Solicitation No. - N° de l'invitation</b> HT399-164522/A	<b>Amendment No. - N° modif.</b> 003
<b>Client Reference No. - N° de référence du client</b> HT399-16-4522	<b>Date</b> 2017-05-25
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-025-72863	
<b>File No. - N° de dossier</b> cz025.HT399-164522	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2017-05-30</b>	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Schou, Christian	<b>Buyer Id - Id de l'acheteur</b> cz025
<b>Telephone No. - N° de téléphone</b> (613) 995-2278 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

Solicitation Number  
HT399-164522/A

AMD  
003

Buyer ID  
CZ 025

**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 18:** Please advise if the following respects the 5-year limit identified for Criteria 1.2.1- Experience of the Bidder. It's a multi-year case, which ran from 2010 to 2014. The core strategy was developed in 2010-11, but the execution of the campaign continued for several years (it was a multi-phased campaign).

**Answer 18:** Bidders should refer to the definition of completed marketing and advertising campaign under 1.1 DEFINED TERMS for the purpose of this evaluation. Creative and production work must have been completed within the last 5 years from bid closing, but not their entire lifecycle. Specifically for the development of the campaign strategy, it does not need to have been started and/or completed within the last 5 years from bid closing.

### **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 0B2, 11 Laurier St., Gatineau, Québec, K1A 0S5.