



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 PHAC Advertising	
Solicitation No. - N° de l'invitation HT399-164512/A	Amendment No. - N° modif. 003
Client Reference No. - N° de référence du client HT399-16-4512	Date 2017-05-29
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:	

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

The reason for this amendment is to advise all potential bidders of the questions and answers pertaining to this Request for Proposals.

Question 3: 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 3: 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. HT399-164512/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, Quebec, K1A 0S5.