



**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**

|   |  |
|---|--|
| <b>Title - Sujet</b><br>Drug Impaired Driving   |  |
| <b>Solicitation No. - N° de l'invitation</b><br>0D160-181489/A  | <b>Date</b><br>2017-07-04                    |
| <b>Client Reference No. - N° de référence du client</b><br>0D160-18-1489  |  |
| <b>GETS Reference No. - N° de référence de SEAG</b><br>PW-\$\$CZ-002-73070  |  |
| <b>File No. - N° de dossier</b><br>cz002.0D160-181489   | <b>CCC No./N° CCC - FMS No./N° VME</b>       |
| <b>Solicitation Closes - L'invitation prend fin</b><br><b>at - à 02:00 PM</b><br><b>on - le 2017-07-20</b>  |  |
| <b>Time Zone</b><br><b>Fuseau horaire</b><br>Eastern Daylight Saving<br>Time EDT  |  |
| <b>F.O.B. - F.A.B.</b><br><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><br>Ivany, Chris   | <b>Buyer Id - Id de l'acheteur</b><br>cz002  |
| <b>Telephone No. - N° de téléphone</b><br>(613) 993-0048 ( )  | <b>FAX No. - N° de FAX</b><br>(613) 949-1281 |
| <b>Destination - of Goods, Services, and Construction:</b><br><b>Destination - des biens, services et construction:</b><br>PUBLIC SAFETY AND EMERGENCY PREPAREDNESS CANADA<br>269 LAURIER AVE. W<br>OTTAWA<br>Ontario<br>K1A0P8<br>Canada |  |

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

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**Solicitation Number**  
0D160-181489/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**

This Statement of Work outlines the requirements needed to develop and deliver a multi-media, multi-phased social marketing campaign to raise awareness about the risks of drug-impaired driving (DID).

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 four (4) 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>) 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. ate 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**

PSC 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 (5 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 150 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 80% for the technical merit and 20% 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 80%.
4. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20%.
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](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 key categories of service:

- Account Management – Resource(s) must have minimum 3 years in the key category of service
- Strategic Planning Services – Resource(s) must have minimum 3 years in the key category of service
- 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

( ) 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 four (4) 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](mailto: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 \$ \_\_\_\_\_ (to be inserted at Contract Award). 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.

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) **electronic** 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 wordings 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

### A.1 Background

The Government of Canada (GC) has committed to legalize, regulate and restrict access to cannabis to keep it out of the hands of children and the profits out of the hands of criminals. In line with this commitment by the GC, Public Safety Canada's (PSC) mandate is to keep Canadians safe from a range of risks; this includes raising awareness of the dangers of Drug impaired driving (DID).

Many Canadians who do not consume cannabis are concerned about drug-impaired drivers on the roads, and recent public opinion research has shown that many of those who do consume cannabis do not necessarily understand that it impairs driving. For example, youth and young adults in particular, underestimate the risk of driving while impaired by cannabis.

Public Opinion Research found that 27% of Canadians who have ever used cannabis indicated they have driven a vehicle while under the influence of cannabis at some point in the past, with the number being higher (42%) among recent cannabis users<sup>1</sup>. 35% of Canadians also reported that they have been a passenger in a vehicle driven by someone under the influence, a figure that rises to 70% among recent cannabis users. Focus group research conducted by Health Canada corroborates this, with a few participants stating that they felt that some people they knew were better drivers when they were under the influence of cannabis compared to when they were sober.

Research has shown that cannabis, and other drugs, impairs driving ability and that DID is on the rise:

- In 2013, Statistics Canada reported that 3% of police-reported impaired driving incidents involved drugs, an increase from the reported 2% in 2011.
- U.S. States (Washington and Colorado) that have legalized the use of marijuana have seen an increase in DID offences after legalization.

This Statement of Work outlines the requirements needed to develop and deliver a multi-media, multi-phased social marketing and advertising campaign to raise awareness about the risks of drug-impaired driving (DID). Services are required from the date a contract is awarded until March 31, 2018, with four (4) possible extensions of one (1) year up to March 31, 2022.

#### **Media Buy budget is scheduled to be broken down as follows:**

- **FY 2017-2018:** \$1,900,000 Net (Estimated)
- **Ongoing years:** TBD

### A.2 Purpose and Objectives

The DID campaign will seek to raise awareness amongst Canadians that cannabis, and other drugs, impairs driving ability and that DID is illegal. The campaign would aim to:

- Increase Canadians' knowledge of the health and legal risks they face with respect to DID, including cannabis;
- Reduce the number of Canadians who would drive under the influence; and
- Reduce the number of Canadians who would accept a ride from someone who is under the influence.

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<sup>1</sup> Baseline Survey on Awareness, Knowledge and Behaviour Associated with Recreational Use of Marijuana FINAL REPORT, EKOS RESEARCH ASSOCIATES INC., Submitted to Health Canada, September 2, 2016

### Campaign objectives

Specifically the campaign will aim to:

- Explain the laws related to DID, and the consequences for breaking them.
- Raise Canadians' awareness of current cannabis laws and law enforcement to help Canadians understand what is legal and what is not.
- Increase percentage of parents who have discussed the effects of marijuana use on driving. (4% of youth and 11% of parents of youth reported having the discussion.)<sup>2</sup>
- Reduce the number of Canadians who believe that driving under the influence of marijuana is acceptable. (Currently 86% of Canadians agree that marijuana can impair driving ability, including 82% of youth. and 77% of young adults.)<sup>3</sup>
- Reduce percentage of Canadians that say they would be likely to accept a ride from someone under the influence of marijuana in the future (11 per cent with another 10 per cent saying moderately likely. This rises marginally to 13 per cent likely and 14 per cent moderately likely among young adults.)<sup>4</sup>
- Establish relationships (i.e. partnerships and collaborative agreements) with stakeholders and not-for-profit organizations to increase awareness of DID.

Behavioural change would be prompted by encouraging Canadians to be safe on the roads, and never drive while impaired by drugs.

### A.3 Expected Results

It is widely recognized that social marketing requires a long-term approach to be able to achieve significant and sustainable behavioural change. For this reason, the campaign will measure changes in knowledge levels, attitude and behaviours. Appropriate indicators will be identified in research and measureable objectives.

The campaign's effectiveness will also be evaluated by the following means:

- Web and social media measurement strategies that will coordinate the monitoring, measurement and reporting of all campaign activities;
- Calls to 1 800 O-Canada;
- Number of requests for information and materials;
- Media and online coverage;
- Evaluations of partnerships;
- Advertising Campaign Evaluation Tool (ACET) where applicable.

### A.4 Key Campaign Messages

- Driving while impaired by drugs is a major contributor to fatal road crashes in Canada.
- Driving after using drugs can be just as dangerous as drinking and driving.
- Cannabis impairs your ability to drive; it is illegal and police can test for it.
- The Government of Canada is committed to reducing drug-impaired driving and increasing road safety for all Canadians.

- |  |
|--|
| <ul style="list-style-type: none"><li>• <i>Messages included have not yet been tested with key target audiences.</i></li><li>• <i>Messages will be adapted as phases of campaign evolve.</i></li></ul> |
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<sup>2</sup> Baseline Survey, EKOS

<sup>3</sup> Baseline Survey, EKOS

<sup>4</sup> Baseline Survey, EKOS

### A.5 Target Audience

The campaign will target various audiences, including:

Primary Audience:

- Canadian Youth Aged 16-24

Secondary Audiences:

- Parents of Youth Aged 16-24
- Municipal, provincial and territorial governments
- Potential like-minded partners and collaborators (NGOs, Universities, etc.)
- Law enforcement Organizations
- Mainstream and Indigenous Community Leaders

### A.6 Services Required

To support departmental objectives, Public Safety Canada requires a Contractor to provide the following Advertising and Marketing Services in relation to this requirement:

- Account Management and Coordination services
- Strategic and Campaign Planning Services
- Creative and Production Services – Traditional and Digital tactics
- Partnership Services

**Note:** The Contractor will be required to liaise regularly with the Agency of Record (AOR) to ensure alignment between the creative and media strategies.

#### A.6.1 Account Management and Coordination Services

The Contractor is required to provide ongoing account services. The Contractor must document all activities (including activities undertaken in all categories of service) and direct costs that include the level of effort (time and resources) it undertook to deliver the services required by the project authority.

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

- Ensure that all procedures have been followed and that the contract, and any amendments, are received from the Communication Procurement Directorate (CPD) of Public Services and Procurement Canada (PSPC) prior to the commencement of work;
- Manage, on a day-to-day basis, all resources working on the development of advertising materials for Public Safety Canada, working as a cohesive team in order to deliver good value for dollar to the Government of Canada on a timely basis;
- Attend client briefings and meetings;
- Supervise and report any work produced by approved subcontractors;
- Provide project status and contact reports on a regular basis;
- Provide cost estimates as requested by the Project Authority;
- Provide cost reports on a regular basis including breakdown by personnel, resources, travel and rates;
- Provide monthly interim reports by e-mail to the Project Authority detailing the time and resources used to provide the services required by Public Safety Canada;
- Document its activities and direct costs, in particular, the level of effort (time and resources) it undertook to provide the services required by the department;

- Work closely with the AOR to ensure an integrated campaign and seamless execution;
- Deliver all requested components as detailed in this Statement of Work (SOW).

The Government of Canada's work on the Cannabis file will be handled across multiple departments and agencies, and may require alignment in areas like look and feel, creative executions, messaging, etc. It will be the responsibility of the lead agencies and project authorities (from each contract/department involved) to develop and maintain an effective framework to facilitate the required sharing to ensure this consistency is met.

#### **A.6.2 Strategic and Campaign Planning Services**

The Contractor is required to develop an overarching campaign strategy as well as advertising or marketing plans for each fiscal year. This involves translating Public Safety Canada's objectives into a high-level "action plan" for the campaign.

The strategy/plans should contain:

- Marketing/Advertising objectives
- Target audience(s)
- Tactics
- Rationale
- Budget
- Timelines
- Deliverables
- Indicated action and next steps
- Other details as requested by Public Safety Canada

The Contractor is responsible for reviewing the annual evaluation and taking these findings into consideration when planning the following year's plans.

#### **A.6.3 Partnership Services**

Within the scope of the campaign, partnerships or collaborative agreements may be used to increase its visibility and its overall success. These can take many forms with provinces, territories, municipalities, associations, non-governmental organizations, and/or industry partners.

Within the scope of developing partnerships, and subject to approval from the Project Authority, the Contractor may be required to oversee various aspects of the partnership(s) which may include, but are not limited to:

- Outline and identify potential partners;
- Develop and propose partnership objectives, key elements and goals of the partnership(s);
- Develop and distribute the request for proposal, letter of agreement, and other partnership materials;
- Participate in the evaluation of the proposals led by the Project Authority;
- Communicate with partners on behalf of the Government of Canada;
- Consult with the AOR on all media elements including evaluation of media opportunities; and
- Evaluate partnership activities and brief the Project Authority on performance and results.

In some instances partnerships may also include participation from media suppliers. If media suppliers are involved, the AOR is the sole agent mandated to negotiate with media suppliers in the name of the

Government of Canada. Within this context, the Contractor must contact the AOR to initiate any and all negotiations with media suppliers for media opportunities.

#### **A.6.4 Creative and Production Services**

The Contractor is required to produce, lay out (from drafts to final) and duplicate for distribution, creative materials for the public awareness campaign.

For all creative, as applicable to each medium, the contractor is required to:

- Oversee and provide direction on overall quality of all creative elements, concepts, development, and production of all advertising products as well as any materials developed in support of the advertising products;
- 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 for all drafts through to final materials;
- Translate/adapt to the other official language and non-official language(s) all text for drafts through to final materials;
- 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 master copy of final materials (including all working files) to the Project Authority; and
- Manage and ensure quality control of sub-contractors' work.

All "studio" services including items such as file retrieval, burning CDs, uploading 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.

As well, please note:

Ownership of Product – Copyright for all originally produced materials generated by this project shall rest with Her Majesty of Canada.

Rights – The provision of the necessary rights, and documented proof thereof (releases), to all materials contained in the productions and supplied by the Contractor, including copyright and recording clearances, for stock and/or original scores, stock shots, talents, effects, etc., for the following uses:

- i. Distribution: public service announcements, non-commercial television (including ETV, specialty channels, CATV, pay television), non-theatrical (including home video), right to distribute including exhibitions, by sale, loan and free give-away of copies in any format of any existing medium or medium to be invented.
- ii. Territory: World
- iii. Duration: In perpetuity

## A.7 Work and Contract Constraints

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

### A.7.1 Agency of Record (AOR) and Advertising Technology Provider (ATP) Mandates

The Government of Canada 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 Government of Canada's media planning and buying procedures and advertising information. It is the responsibility of the Contractor to refer to these documents and to coordinate the media planning strategy with the AOR.

### A.7.2 Policies, Acts and Standards

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

- The *Communications Policy on Communications and Federal Identity* to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs as well as ensure that advertising design and representation conform to the requirements - <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>;
- The *Contracting Policy* to ensure the quality and value of the work they contract out - [www.tbs-sct.gc.ca/pubs\\_pol/dcgpubs/Contracting/contractingpol\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/dcgpubs/Contracting/contractingpol_e.asp);
- The *Official Languages Act* (Sections 11, 30, and 41) to ensure compliance in all advertising. Moreover, institutions must respect the GC's commitment stated in Part VII of the Act to enhance the vitality of official language minority communities - <http://laws-lois.justice.gc.ca/eng/acts/O-3.01>;
- The *Privacy Act* to ensure proper privacy practices are incorporated and respected in the handling of personal information - <http://laws-lois.justice.gc.ca/eng/acts/p-21/>; and
- The *Standard on Web Accessibility* to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0 ([www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20)) - [www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601).

As well, the Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

### A.7.3 Project Authority and Approvals Process Constraints

Public Safety Canada implements advertising in collaboration with other government organizations. Advertising is co-ordinated centrally by the Privy Council Office (PCO) and Public Services and Procurement Canada.

The Project Authority for this requirement is Public Safety Canada's Marketing team, who will work with the Contractor to define and refine the messages and creative materials for the campaign. The Project Authority is also responsible for obtaining all Government of Canada approvals and for communicating them to the Contractor.

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

The Contractor must vet all phases of development of the campaign strategies, and related materials through the Project Authority for approval. As there are multiple levels in the approvals process, the Contractor should factor this into project timelines. Revisions are likely and should be executed according to agreed-upon processes and timelines.

The Contractor must not forward materials to the AOR or to media outlets before receiving the Project Authority's written approval and the AOR's email acknowledgement of receipt of the Work Authorization (WA) and list of stations purchased, as applicable.

#### **A.7.4 Reporting Standards and Communications**

At a minimum, the work may include:

- Weekly status reports detailing all projects being worked on indicating current status, next steps, agency teams, and due dates;
- Cost reports on a regular basis, including breakdown by personnel, resources, travel and rates; the agency will track time separately for separate components of the campaign when presenting 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 regular basis, including cost estimates on upcoming work, and cost overviews of previous work;
- Face to face meetings will occur as needed, with contact reports provided to Public Safety Canada as required;
- Post campaign reports as required; and;
- Post-mortem report linked to the campaign objectives summarizing the planning, development and implementation of the entire campaign, including results, lessons learned, recommendations, etc.

In addition to the timely submission of all deliverables and fulfillment of obligations specified within each phase of the project, it is the responsibility of the Contractor to facilitate and maintain regular communication with the Project Authority and to immediately notify the Project Authority of any issues, problems, or areas of concern in relation to any work undertaken under the Contract, as they arise. Finally, the Contractor will respond to requests from the Project Authority within twenty four (24) hours or less of receiving the request.

Communication is defined as all reasonable effort to inform all parties of plans, decisions, proposed approaches, implementation and results of work, to ensure that the project is progressing well and in accordance with expectations. Communication may include: phone calls, electronic mail, faxes, mailings and meetings.

#### **A.7.5 Creative Constraints**

- The Contractor must consult with the Project Authority regarding the depiction of minority groups.
- All advertising and supporting materials must contain the Canada Wordmark, as well as the appropriate Federal Identity Program corporate signature, and any other Government of Canada logo or symbol, as required.
- All television advertisements must contain the Canada Wordmark, preceded with the approved animation of the flag symbol as the last image of the advertisement, and the image must remain on the screen for 4 seconds.

- All television and radio advertisements must end with the narration: “A message from the Government of Canada” followed by the approved musical signature (first four notes of “O Canada,” lasting 1.5 seconds) in the language of the advertisement.
- For television advertisements, the voice-over must be announced over a static screen image of the Canada Wordmark by itself and be at least 2.5 seconds in duration.
- The Contractor must ensure that all online advertisements adhere to Canadian and international standards for such media.

#### **A.7.6 Software Standards**

At a minimum, and unless specified otherwise, the Contractor should be proficient with the Adobe Creative Suite for the various advertising and marketing products that it is required to produce. As well, the Contractor must be able to provide all required deliverables in electronic formats compatible with Public Safety Canada’s software suite:

- Word processing – MS Word 2003, MS Word 2010 (or higher)
- Spreadsheet – MS Excel 2003, MS Excel 2010 (or higher)
- Presentation – MS PowerPoint 2003, MS PowerPoint 2010 (or higher)
- Media – MS Media Player Version 10 (or higher), Flash 8 (or higher), WMV files
- PDF – Adobe Acrobat Reader v8 (or higher)

The Contractor must also be equipped to receive documents sent in Word, WordPerfect, PDF, AI, EPS, PSD, PPT and Excel formats.

In addition, the Contractor must have the ability to upgrade/change their software in line with software changes made by Public Safety Canada throughout the period of the contract.

#### **A.7.7 Advertising Campaign Evaluation**

If requested, the Contractor must provide information and materials to other contractors of the Government of Canada to test advertising campaign creative concepts as well as evaluate post-release audience impact using campaign evaluation surveys.

Note: As per the Procedures for the Management of Advertising of the Communications Policy of the Government of Canada, institutions must pre-test all advertising campaigns exceeding \$1M (excluding fees or taxes) in media buy. Institutions are also required to conduct a post-campaign evaluation using the Advertising Campaign Evaluation Tool (ACET) of any campaigns above \$1M (excluding fees and taxes) in media buy.

Note: Public opinion research does not form part of this requirement and will be contracted separately by the Government of Canada.

#### **A.7.8 Green Procurement**

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible.

- 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 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, CD, DVD or zip file, wherever possible.

- Should printed material be required (other than for creative samples), double-sided format will be the default unless otherwise specified by the client.

#### **A.8 Assistance Supplied by the Department**

Public Safety Canada will assign a dedicated Project Authority to the campaign, and will:

- Be responsible for co-ordinating the overall project and providing as-required direction and guidance to the Contractor, as well as accepting and approving the deliverables on behalf of Public Safety Canada;
- Provide access to research results;
- Where applicable, provide recommendations and direction as it relates to engagement of partners, or the development of deliverables to support campaign-specific collaborative arrangements;
- Provide access to Government of Canada graphic identifiers;
- For the development of the fulfillment materials, Public Safety Canada and the other departments involved in this campaign, will provide existing content (text in both official languages) of the public outreach materials available on the determined thematic.

At the outset of the contract, Public Safety Canada will provide the following:

- DID-related materials
- Relevant research reports related to DID, including public opinion research
- Existing public awareness materials already developed
- Public Safety Canada's *Publishing Policy and Production Guide*, and graphic standards for the campaign

#### **A.9 Meetings**

The Contractor must be prepared to meet with Public Safety Canada in Ottawa over the duration of the contract period and as requested, by teleconference or in-person with various audiences. Many of the meetings will involve examination, assessment and refinement of the campaign creative materials that can only be accomplished by in-person collaboration. The Contractor may also be requested to make a number of presentations throughout the process. In addition, the requirement for this examination may, from time to time, arise on an urgent basis.

#### **A.10 Travel**

Public Safety Canada will pay reasonable travel expenses for the Contractor's representative(s) in accordance with Treasury Board Travel Guidelines at the time of travel to attend meetings that necessitate in person collaboration. When travel is deemed necessary, the Contractor will submit a cost estimate to the Project Authority for authorization prior to traveling.

**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 | Hourly Rate Option Period 3 | Hourly Rate Option Period 4 |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 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.<br>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   | <p><b>TO THE CONTRACTOR</b><br/>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.</p> <p>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.</p> <p><b>À L'ENTREPRENEUR</b><br/>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.</p> <p>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.</p> |  |
| 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

**Produced and Completed advertising and marketing 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 public relations, social media and advertising activities are available and measured.

**Integrated-multimedia campaign** is defined as:

- a combination of at least three different media (any of the following: TV; print; radio; out-of-home; internet; cinema; social media, etc.) with the appropriate marketing collateral activities. One of these media must include TV.
- **Bilingual** refers to the two (2) official languages of Canada, English and French.

#### 1.2 MANDATORY TECHNICAL CRITERIA

The Bidder must meet all the mandatory requirements of the RFP.

##### M.1 EXPERIENCE OF THE BIDDER

The Bidder MUST submit two (2) examples of advertising and marketing campaigns which were **produced and completed** within the last three (3) years of the bid closing date.

- A. Both examples must be **integrated multi-media advertising campaigns**.
- B. One (1) of the examples must be a campaign that addressed a change in mindset (way of thinking) primarily aimed at youth (13-24).

Each example ad should be provided in both English and French. If the ad was originally produced in only one of Canada's official languages, it must be adapted (text only) to the other official language prior to submission.

These examples will be evaluated under Point-Rated Technical Criteria R1. If more than two (2) examples are submitted, the Bidder must clearly identify which examples are to be considered for evaluation purposes. If the Bidder does not clearly identify which examples are to be considered for evaluation purposes, the first two (2) examples will be evaluated. No more than two (2) examples will be considered for evaluation purposes.

##### M.2 CERTIFICATIONS

The Bidder must comply with the certification requirements as described in Part 5 of the solicitation.

**1.3 POINT RATED TECHNICAL CRITERIA**

| Rated Criteria                           | Minimum Points Required | Maximum Points |
|--|-------------------------|----------------|
| Experience of the Bidder                 | 36                      | 60             |
| Understanding of the Requirement         | 18                      | 30             |
| Proposed Creative Approach and Rationale | 36                      | 60             |
| Total                                    | 90                      | 150            |

Bidders that fail to meet the minimum points in each rated criterion will be considered non-responsive.

The following scoring grid will be used for the evaluation of all rated criteria.

| 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. |

**R. POINT RATED TECHNICAL CRITERIA**

**R.1 Experience of the Bidder – (60 points)**

The two example campaigns submitted under Mandatory Technical Criteria M1 will be evaluated and scored individually on a total of 60 points; the final score will be calculated by taking an average of the two scores. Each example must obtain a minimum score of 36/60 to be considered.

- A. Both examples should be an integrated multi-media advertising campaign.
- B. One (1) of the examples should be a campaign that addressed a change in mindset (way of thinking) primarily aimed at youth (13-24).

**R1.1 Overview**

The Bidder should clearly and succinctly state the name of the client, the campaign dates, the target audience, the geographical region reached with the campaign, the media used, the budget and the objectives that were to be addressed through advertising and marketing efforts.

The submission should also include:

- The rationale for the creative approach (an explanation of the logic underlying the method of creation;
- A description of the creative approach;
- A description of the strategic approach;
- A description of the desired underlying messages or impressions made on the audience;
- A description of how this approach met the campaign's objectives.

This information will be evaluated by the following criteria.

### **R1.2 Strategic Thinking (Solution/Creative Concept) (25 points)**

The Bidder should clearly and succinctly address each point that follows:

- understanding of the product/service/social issue market(s) and target audience(s);
- key insight(s) used to define creative recommendations, including describing the source of the key insights;
- creative recommended and why it resonated with and motivated the target audience(s).

### **R1.3 Creativity – (25 points)**

The Bidder should clearly and succinctly demonstrate that:

- creative elements contributed to the achievement of the clients' communication objectives with English and/or French target audiences;
- creative ideas work effectively across multiple media platforms.

### **R1.4 Results (5 points)**

The Bidder should clearly and succinctly describe the results of the campaign, referencing measurable objectives and how they were met.

### **R1.5 Quality of Creative Materials - (5 Points)**

The production quality of the various elements was technically sound (e.g., layout, on-screen talents' performance, voice over, sound, animation, art direction, cinematography, photography).

For evaluation of creative materials: provide two (2) digital samples of final versions\* of all related campaign creative materials, (on CD, DVD or flash drive) formatted for viewing in Microsoft Windows to include:

- Image Files - .pdf file type;
- Video Files - .mov file type - .avi file type / H.264 compression;
- Audio Files -mp3, stereo, 128kbps.

\*Final versions refer to those that appeared in media.

## **R.2 UNDERSTANDING OF THE REQUIREMENT – 30 Points**

### **R2.1 Overview**

Bidders should include in their proposal a comprehensive statement that demonstrates their understanding of the required public awareness campaign, as detailed in the Statement of Work.

In their statement, Bidders should address the following:

**R2.2 – 6 Points**

Demonstrate a clear understanding of the potential challenges of this public awareness campaign and describe solutions to overcome them.

**R2.3 – 6 Points**

Demonstrate an understanding of the target audience and how to most effectively communicate with them.

**R2.4 – 6 Points**

Identify and explain the use of digital and traditional advertising and marketing activities to most effectively meet campaign objectives.

**R2.5 – 6 Points**

Explain web strategy including recommendations for social media elements and considerations for mobile users.

**R2.6 – 6 Points**

Identify and explain potential partnership opportunities.

**R.3 PROPOSED CREATIVE APPROACH AND RATIONALE – 60 Points**

**R3.1 Overview**

The Bidder should provide a comprehensive five (5) page (maximum) written description demonstrating their understanding of the required advertising and marketing campaign, as detailed in the Statement of Work.

The following factors will be evaluated:

**R3.2 Campaign Vision - 30 points**

The Bidder should:

- Demonstrate an understanding of the target audience(s) and describe how to most effectively communicate with them (insights should be provided as support for all suggested means);
- Explain the approach and process that would be used to develop key insights and recommendations for, media as well as suggested engagement strategies (including partnerships);
- Outline of the opportunities and challenges specific to this undertaking including how this affects the advertising targeted at young Canadians and their influencers;
- Outline how the Bidder would work with the client to evaluate the success of the strategy/campaign(s) and how it would proceed to make mid-course adjustments.

**R3.3 Understanding of the Public Environment - 10 points**

The Bidder should:

- Articulate a clear understanding of the public environment and its potential positive or negative impacts on the campaign.

### **R3.4 Robust Management Systems - 5 points**

The Bidder should:

- Describe how they 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); and the 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.

### **R3.5 Quality Assurance Process for Language and Creative Adaptation - 15 points**

The Bidder should:

- Describe the processes that are in place to ensure the quality of creative materials that are translated/adapted from one of Canada's official languages into the other, and into any other language for various ethno-cultural audiences; and provide an example of a Creative Adaptation. This should include a copy of actual advertising in the original language of the ad (English, French or other), accompanied by versions in both English and French. (The creative sample will not count towards the 5 page limit)

## 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 20%.

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 | Hourly rate Option Period 3 | Hourly rate Option Period 4 | Average Rate |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
| Account Management                                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00     |
| Strategic Planning Services                           | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00     |
| Digital Engagement and Interactive Strategic Services | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00     |
| Creative Direction and Production Services            | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00     |
| Blended Rate  | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00                    | \$100.00     |

#### Firm B

| Category of Service                                   | Hourly Rate Contract Period | Hourly rate Option Period 1 | Hourly rate Option Period 2 | Hourly rate Option Period 3 | Hourly rate Option Period 4 | Average Rate |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
| Account Management                                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00     |
| Strategic Planning Services                           | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00     |
| Digital Engagement and Interactive Strategic Services | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00     |
| Creative Direction and Production Services            | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00     |
| Blended Rate  | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00                    | \$105.00     |

#### Firm C

| Category of Service                                   | Hourly Rate Contract Period | Hourly rate Option Period 1 | Hourly rate Option Period 2 | Hourly rate Option Period 3 | Hourly rate Option Period 4 | Average Rate |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
| Account Management                                    | \$185.00                    | \$195.00                    | \$205.00                    | \$205.00                    | \$205.00                    | \$199.00     |
| Strategic Planning Services                           | \$235.00                    | \$245.00                    | \$255.00                    | \$255.00                    | \$255.00                    | \$249.00     |
| Digital Engagement and Interactive Strategic Services | \$235.00                    | \$245.00                    | \$255.00                    | \$255.00                    | \$255.00                    | \$249.00     |
| Creative Direction and Production Services            | \$235.00                    | \$245.00                    | \$255.00                    | \$255.00                    | \$255.00                    | \$249.00     |
| Blended Rate  | \$150.00                    | \$150.00                    | \$160.00                    | \$160.00                    | \$160.00                    | \$156.00     |

#### Firm D

| Category of Service | Hourly Rate Contract Period | Hourly rate Option Period 1 | Hourly rate Option Period 2 | Hourly rate Option Period 3 | Hourly rate Option Period 4 | Average Rate |
|---------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
|---------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|

|   |         |         |         |         |         |         |
|---|---------|---------|---------|---------|---------|---------|
| Account Management                                    | \$75.00 | \$75.00 | \$85.00 | \$85.00 | \$90.00 | \$82.00 |
| Strategic Planning Services                           | \$75.00 | \$75.00 | \$85.00 | \$85.00 | \$90.00 | \$82.00 |
| Digital Engagement and Interactive Strategic Services | \$75.00 | \$75.00 | \$85.00 | \$85.00 | \$90.00 | \$82.00 |
| Creative Direction and Production Services            | \$75.00 | \$75.00 | \$85.00 | \$85.00 | \$90.00 | \$82.00 |
| Blended Rate  | \$50.00 | \$50.00 | \$55.00 | \$55.00 | \$60.00 | \$54.00 |

**Firm E**

| Category of Service                                   | Hourly Rate Contract Period | Hourly rate Option Period 1 | Hourly rate Option Period 2 | Hourly rate Option Period 3 | Hourly rate Option Period 4 | Average Rate |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
| Account Management                                    | \$150.00                    | \$155.00                    | \$160.00                    | \$165.00                    | \$170.00                    | \$160.00     |
| Strategic Planning Services                           | \$150.00                    | \$155.00                    | \$160.00                    | \$165.00                    | \$170.00                    | \$160.00     |
| Digital Engagement and Interactive Strategic Services | \$150.00                    | \$155.00                    | \$160.00                    | \$165.00                    | \$170.00                    | \$160.00     |
| Creative Direction and Production Services            | \$150.00                    | \$155.00                    | \$160.00                    | \$165.00                    | \$170.00                    | \$160.00     |
| Blended Rate  | \$150.00                    | \$155.00                    | \$160.00                    | \$165.00                    | \$170.00                    | \$160.00     |

**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                 | \$100.00           | \$100.00                    | \$100.00  | \$100.00                                   | \$100.00        |
| FIRM B                 | \$105.00           | \$105.00                    | \$105.00  | \$105.00                                   | \$105.00        |
| FIRM C                 | \$199.00           | \$249.00                    | \$249.00  | \$249.00                                   | \$156.00        |
| FIRM D                 | \$82.00            | \$82.00                     | \$82.00   | \$82.00                                    | \$54.00         |
| FIRM E                 | \$160.00           | \$160.00                    | \$160.00  | \$160.00                                   | \$160.00        |
| <b>OVERALL AVERAGE</b> | <b>\$121.66</b>    | <b>\$121.66</b>             | <b>\$121.66</b>                                       | <b>\$121.66</b>                            | <b>\$120.33</b> |

**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                    | \$100.00           | \$100.00                    | \$100.00  | \$100.00                                   | \$100.00        |
| FIRM B                    | \$105.00           | \$105.00                    | \$105.00  | \$105.00                                   | \$105.00        |
| FIRM C                    | \$199.00           | \$249.00                    | \$249.00  | \$249.00                                   | \$156.00        |
| FIRM D                    | \$82.00            | \$82.00                     | \$82.00   | \$82.00                                    | \$54.00         |
| FIRM E                    | \$160.00           | \$160.00                    | \$160.00  | \$160.00                                   | \$160.00        |
| <b>OVERALL AVERAGE</b>    | <b>\$121.66</b>    | <b>\$121.66</b>             | <b>\$121.66</b>                                       | <b>\$121.66</b>                            | <b>\$120.33</b> |
| <b>Maximum Responsive</b> | <b>\$243.32</b>    | <b>\$243.32</b>             | <b>\$243.32</b>                                       | <b>\$243.32</b>                            | <b>\$240.66</b> |

|                           |                |                |                |                |                |
|---------------------------|----------------|----------------|----------------|----------------|----------------|
| <b>Minimum Responsive</b> | <b>\$60.83</b> | <b>\$60.83</b> | <b>\$60.83</b> | <b>\$60.83</b> | <b>\$60.17</b> |
|---------------------------|----------------|----------------|----------------|----------------|----------------|

The bid from Firm C would be non-responsive as it did not meet the maximum responsive hourly rate for three categories. The bid from Firm D 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:**

$$\frac{\text{Lowest Responsive Hourly Rate}}{\text{Bidder's Hourly rate}} \times 4 = \text{Weighted Financial Score per Category}$$

| <b>BIDDER</b> | <b>Account Management</b> | <b>Weighted Financial Score</b> |
|---------------|---------------------------|---------------------------------|
| FIRM A        | \$100.00                  | <b>4.00</b>                     |
| FIRM B        | \$105.00                  | <b>3.81</b>                     |
| FIRM E        | \$160.00                  | <b>2.50</b>                     |

| <b>BIDDER</b> | <b>Strategic Planning Services</b> | <b>Weighted Financial Score</b> |
|---------------|------------------------------------|---------------------------------|
| FIRM A        | \$100.00                           | <b>4.00</b>                     |
| FIRM B        | \$105.00                           | <b>3.81</b>                     |
| FIRM E        | \$160.00                           | <b>2.50</b>                     |

| <b>BIDDER</b> | <b>Digital Engagement and Interactive Strategic Services</b> | <b>Weighted Financial Score</b> |
|---------------|--|---------------------------------|
| FIRM A        | \$100.00   | <b>4.00</b>                     |
| FIRM B        | \$105.00   | <b>3.81</b>                     |
| FIRM E        | \$160.00   | <b>2.50</b>                     |

| <b>BIDDER</b> | <b>Creative Direction and Production Services</b> | <b>Weighted Financial Score</b> |
|---------------|---|---------------------------------|
| FIRM A        | \$100.00  | <b>4.00</b>                     |
| FIRM B        | \$105.00  | <b>3.81</b>                     |
| FIRM E        | \$160.00  | <b>2.50</b>                     |

| <b>BIDDER</b> | <b>Blended Rate</b> | <b>Weighted Financial Score</b> |
|---------------|---------------------|---------------------------------|
| FIRM A        | \$100.00            | <b>4.00</b>                     |
| FIRM B        | \$105.00            | <b>3.81</b>                     |
| FIRM E        | \$156.00            | <b>2.56</b>                     |

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

| <b>BIDDER</b> | <b>Account Management</b> | <b>Strategic Planning Services</b> | <b>Digital Engagement and Interactive Strategic Services</b> | <b>Creative Direction and Production Services</b> | <b>Blended Rate</b> | <b>TOTAL FINANCIAL SCORE</b> |
|---------------|---------------------------|------------------------------------|--|---|---------------------|------------------------------|
| FIRM A        | 4.00                      | 4.00                               | 4.00   | 4.00  | 4.00                | <b>20.00</b>                 |
| FIRM B        | 3.81                      | 3.81                               | 3.81   | 3.81  | 3.81                | <b>19.05</b>                 |
| FIRM E        | 2.50                      | 2.50                               | 2.50   | 2.50  | 2.56                | <b>12.56</b>                 |

**ANNEX “F” – EVALUATION GRIDS**

| <b>EVALUATION SUMMARY</b>  |                  |                       |
|--|------------------|-----------------------|
| <b>MANDATORY REQUIREMENTS</b>  | <b>_____ MET</b> | <b>_____ NOT MET</b>  |
| Mandatories checked by:  |                  | Date:                 |
| <b>RATED REQUIREMENTS</b>  |                  | <b>SCORE ACHIEVED</b> |
| <b>R.1 EXPERIENCE OF THE BIDDER</b>  |                  |                       |
| <b>A. Integrated multi-media campaign</b>  |                  |                       |
| Strategic Thinking   |                  | _____ / 25            |
| Creativity   |                  | _____ / 25            |
| Results  |                  | _____ / 5             |
| Quality of Creative Materials  |                  | _____ / 5             |
| Sub-Total  |                  | _____ / 60            |
| <b>B. Integrated multi-media campaign (Change in mindset primarily aimed at youth)</b> |                  |                       |
| Strategic Thinking   |                  | _____ / 25            |
| Creativity   |                  | _____ / 25            |
| Results  |                  | _____ / 5             |
| Quality of Creative Materials  |                  | _____ / 5             |
| Sub-Total  |                  | _____ / 60            |
| <b>Sub-Total Average for R.1</b>   |                  | <b>_____ / 60</b>     |
| <b>R.2 UNDERSTANDING OF THE REQUIREMENT</b>  |                  |                       |
| R2.2   |                  | _____ / 6             |
| R2.3   |                  | _____ / 6             |
| R2.4   |                  | _____ / 6             |
| R2.5   |                  | _____ / 6             |
| R2.6   |                  | _____ / 6             |
| <b>Sub-Total</b>   |                  | <b>_____ / 30</b>     |
| <b>R.3 PROPOSED CREATIVE APPROACH AND METHODOLOGY</b>                                  |                  |                       |
| Campaign Vision  |                  | _____ / 30            |
| Understanding of the Public Environment  |                  | _____ / 10            |
| Robust Management Systems  |                  | _____ / 5             |
| Quality Assurance Process for Language and Creative Adaptation                         |                  | _____ / 15            |
| <b>Sub-Total</b>   |                  | <b>_____ / 60</b>     |
| <b>TOTAL</b>   |                  | <b>_____ / 150</b>    |

**EVALUATION TEAM SIGNATURES:**

|           |      |
|-----------|------|
| 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 |
|--|-----|---------|
| M1. Experience of the Bidder - two (2) samples submitted |     |         |
| M2. Certifications                                       |     |         |
| 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.

| <b>Percentage Factor</b> | <b>Percentage of Total</b> | <b>Rating Level</b>   |
|--------------------------|----------------------------|---|
| <b>0</b>                 | <b>0%</b>                  | No details provided as to how the bidder meets the criteria. Unable to evaluate.  |
| <b>1</b>                 | <b>20%</b>                 | 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.           |
| <b>2</b>                 | <b>40%</b>                 | Weak - Limited description as to how the bidder meets the criteria. Several weaknesses and/or deficiencies that pose moderate risk(s) to the project.                       |
| <b>3</b>                 | <b>60%</b>                 | Average - Partial description as to how the bidder meets the criteria. Limited weaknesses and/or deficiencies that pose minor risk(s) to the project.                       |
| <b>4</b>                 | <b>80%</b>                 | 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.      |
| <b>5</b>                 | <b>100%</b>                | 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                 | 36                      | 60             |
| Understanding of the Requirement         | 18                      | 30             |
| Proposed Creative Approach and Rationale | 36                      | 60             |
| Total                                    | 90                      | 150            |

**R.1 EXPERIENCE OF THE BIDDER**

**R.1 Experience of the Bidder – (60 points)**

The two example campaigns submitted under Mandatory Technical Criteria M1 will be evaluated and scored individually on a total of 60 points; the final score will be calculated by taking an average of the two scores. Each example must obtain a minimum score of 36/60 to be considered.

- A. Both examples should be an integrated multi-media advertising campaign.
- B. One (1) of the examples should be a campaign that addressed a change in mindset (way of thinking) primarily aimed at youth (13-24).

**R1.1 Overview**

The Bidder should clearly and succinctly state the name of the client, the campaign dates, the target audience, the geographical region reached with the campaign, the media used, the budget and the objectives that were to be addressed through advertising and marketing efforts.

The submission should also include:

- The rationale for the creative approach (an explanation of the logic underlying the method of creation;
- A description of the creative approach;
- A description of the strategic approach;
- A description of the desired underlying messages or impressions made on the audience;
- A description of how this approach met the campaign’s objectives.

This information will be evaluated by the following criteria.

| <b>R.1.2 Strategic Thinking - Up to 25 points</b>   |          |                   |           |
|---|----------|-------------------|-----------|
| Assessment of criteria  | Example  | Percentage Factor | Points    |
| The Bidder should clearly and succinctly address each point that follows: <ul style="list-style-type: none"> <li>▪ understanding of the product/service/social issue market(s) and target audience(s);</li> <li>▪ key insight(s) used to define creative recommendations, including describing the source of the key insights;</li> <li>▪ creative recommended and why it resonated with and motivated the target audience(s).</li> </ul> | <b>A</b> |                   | ____ / 25 |
|   | <b>B</b> |                   | ____ / 25 |

|           |                |           |
|-----------|----------------|-----------|
|           | <b>Average</b> | ____ / 25 |
| Comments: |                |           |

| <b>R.1.3 Creativity - Up to 25 points</b>   |                |                          |               |
|---|----------------|--------------------------|---------------|
| <b>Assessment of criteria</b>   | <b>Example</b> | <b>Percentage Factor</b> | <b>Points</b> |
| The Bidder should clearly and succinctly demonstrate that: <ul style="list-style-type: none"> <li>▪ creative elements contributed to the achievement of the clients' communication objectives with English and/or French target audiences;</li> <li>▪ creative ideas work effectively across multiple media platforms.</li> </ul> | A              |                          | ____ / 25     |
|   | B              |                          | ____ / 25     |
|   |                | <b>Average</b>           | ____ / 25     |
| Comments:   |                |                          |               |

| <b>R.1.4 Results - Up to 5 points</b>   |                |                          |               |
|---|----------------|--------------------------|---------------|
| <b>Assessment of criteria</b>   | <b>Example</b> | <b>Percentage Factor</b> | <b>Points</b> |
| The Bidder should clearly and succinctly describe the results of the campaign, referencing measurable objectives and how they were met. | A              |                          | ____ / 5      |
|   | B              |                          | ____ / 5      |
|   |                | <b>Average</b>           | ____ / 5      |
| Comments:   |                |                          |               |

| <b>R.1.5 Quality of Creative Materials - Up to 5 points</b>  |                |                          |               |
|--|----------------|--------------------------|---------------|
| <b>Assessment of criteria</b>  | <b>Example</b> | <b>Percentage Factor</b> | <b>Points</b> |
| La qualité de production des divers éléments était solide sur le plan technique (p. ex., mise en page, performance des talents à l'écran, voix hors champ, son, animation, direction artistique, cinématographie, photographie). | A              |                          | ____ / 5      |
|  | B              |                          | ____ / 5      |

|           |                |          |
|-----------|----------------|----------|
|           | <b>Average</b> | ____ / 5 |
| Comments: |                |          |

**R.2 UNDERSTANDING OF THE REQUIREMENT – 30 Points**

**R2.1 Overview**

Bidders should include in their proposal a comprehensive statement that demonstrates their understanding of the required public awareness campaign, as detailed in the Statement of Work.

In their statement, Bidders should address the following:

| R.2.2 - Up to 6 points   |                   |          |
|--|-------------------|----------|
| Assessment of criteria   | Percentage Factor | Points   |
| The Bidder should demonstrate a clear understanding of the potential challenges of this public awareness campaign and describe solutions to overcome them. |                   | ____ / 6 |
| Comments:  |                   |          |

| R.2.3 - Up to 6 points   |                   |          |
|--|-------------------|----------|
| Assessment of criteria   | Percentage Factor | Points   |
| The Bidder should demonstrate an understanding of the target audience and how to most effectively communicate with them. |                   | ____ / 6 |
| Comments:  |                   |          |

| R.2.4 - Up to 6 points   |                   |          |
|--|-------------------|----------|
| Assessment of criteria   | Percentage Factor | Points   |
| The Bidder should identify and explain the use of digital and traditional advertising and marketing activities to most effectively meet campaign objectives. |                   | ____ / 6 |
| Comments:  |                   |          |

| R.2.5 - Up to 6 points |                   |        |
|------------------------|-------------------|--------|
| Assessment of criteria | Percentage Factor | Points |
|                        |                   |        |

|   |  |          |
|---|--|----------|
| The Bidder should explain web strategy including recommendations for social media elements and considerations for mobile users. |  | ____ / 6 |
| Comments:   |  |          |

| R.2.6 - Up to 6 points  |                   |          |
|---|-------------------|----------|
| Assessment of criteria  | Percentage Factor | Points   |
| The Bidder should identify and explain potential partnership opportunities. |                   | ____ / 6 |
| Comments:   |                   |          |

**R.3 PROPOSED CREATIVE APPROACH AND RATIONALE – 60 Points**

**R3.1 Overview**

The Bidder should provide a comprehensive five (5) page (maximum) written description demonstrating their understanding of the required advertising and marketing campaign, as detailed in the Statement of Work.

The following factors will be evaluated:

| R.3.2 Campaign Vision - Up to 30 points   |                   |           |
|---|-------------------|-----------|
| Assessment of criteria  | Percentage Factor | Points    |
| The Bidder should: <ul style="list-style-type: none"> <li>▪ Demonstrate an understanding of the target audience(s) and describe how to most effectively communicate with them (insights should be provided as support for all suggested means);</li> <li>▪ Explain the approach and process that would be used to develop key insights and recommendations for, media as well as suggested engagement strategies (including partnerships);</li> <li>▪ Outline of the opportunities and challenges specific to this undertaking including how this affects the advertising targeted at young Canadians and their influencers;</li> <li>▪ Outline how the Bidder would work with the client to evaluate the success of the strategy/campaign(s) and how it would proceed to make mid-course adjustments.</li> </ul> |                   | ____ / 30 |
| Comments:   |                   |           |

| <b>R.3.3 Understanding of the Public Environment - Up to 10 points</b>  |                          |               |
|---|--------------------------|---------------|
| <b>Assessment of criteria</b>   | <b>Percentage Factor</b> | <b>Points</b> |
| The Bidder should: <ul style="list-style-type: none"> <li>▪ Articulate a clear understanding of the public environment and its potential positive or negative impacts on the campaign.</li> </ul> |                          | ____ / 10     |
| Comments:   |                          |               |

| <b>R.3.4 Robust Management Systems - Up to 5 points</b>   |                          |               |
|---|--------------------------|---------------|
| <b>Assessment of criteria</b>   | <b>Percentage Factor</b> | <b>Points</b> |
| The Bidder should: <ul style="list-style-type: none"> <li>▪ Describe how they 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); and the 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.</li> </ul> |                          | ____ / 5      |
| Comments:   |                          |               |

| <b>R.3.5 Quality Assurance Process for Language and Creative Adaptation - Up to 15 points</b>  |                          |               |
|--|--------------------------|---------------|
| <b>Assessment of criteria</b>  | <b>Percentage Factor</b> | <b>Points</b> |
| The Bidder should: <ul style="list-style-type: none"> <li>▪ Describe the processes that are in place to ensure the quality of creative materials that are translated/adapted from one of Canada's official languages into the other, and into any other language for various ethno-cultural audiences; and provide an example of a Creative Adaptation. This should include a copy of actual advertising in the original language of the ad (English, French or other), accompanied by versions in both English and French. (The creative sample will not count towards the 5 page limit)</li> </ul> |                          | ____ / 15     |
| Comments:  |                          |               |