



RETURN BIDS TO:

RETOURNER LES SOUMISSIONS À:

**Bid Receiving - PWGSC / Réception des soumissions
- TPSGC**

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

SOLICITATION AMENDMENT

MODIFICATION DE L'INVITATION

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

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

Comments - Commentaires

Vendor/Firm Name and Address

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

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Title - Sujet PSPC Online Advertising Unit		
Solicitation No. - N° de l'invitation EP361-180308/A		Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client EP361-180308		Date 2017-07-10
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-025-73059		
File No. - N° de dossier cz025.EP361-180308	CCC No./N° CCC - FMS No./N° VME	
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-07-18		Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B.		
Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>		
Address Enquiries to: - Adresser toutes questions à: Schou, Christian		Buyer Id - Id de l'acheteur cz025
Telephone No. - N° de téléphone (613) 995-2278 ()		FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:		

Instructions: See Herein

Instructions: Voir aux présentes

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

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

QUESTIONS AND ANSWERS

Question 1: Is there an expiry between GC and AOR? Will our production firm work hand in hand with the AOR for the entire duration of the project?

Answer 1: The AOR contract is in place until August 31, 2018 with 2 additional one (1) year option periods. The agency that is awarded this contract will be working with the AOR as long as the AOR contract is in place.

Question 2: Must all partnerships/collaborations between our firm and others be declared immediately?

Answer 2: No. However, please see article 7.13 Conflicting Interest of Part 7.

Also, if bidders wish to respond as a Joint Venture, please see Standard Instructions 2003 - <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/22>

Question 3: Is there a budget range for this project?

Answer 3: Information regarding the budget will not be provided.

Question 4: We note that Annex F, article 1.4.1 of RFP says the “responses should be no longer than six (6) pages”. We are assuming that six pages applies to each example for a total of 12 pages for both cases. Are we correct?

Answer 4: Yes.

Question 5: Annex F, M1 of RFP states that bidders are to provide two (2) different examples of digital and social media advertising campaigns, and that one of the two examples must have been developed in both official languages. Do the campaigns provided need to be national as well?

Answer 5: No.

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EP361-180308/A

AMD
001

Buyer ID
CZ 025

Question 6: We understand you are looking for cases that feature digital and social media. Can our digital and social media cases be components of a larger campaign that includes all media (TV, print, out of home etc)?

Answer 6: Yes.

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

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. EP361-180308/A to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core 0B2, 11 Laurier St., Gatineau, Québec, K1A 0S5.