



RFP-CMIP21201703 Amendment No. 2: To the Tender Documents Brand Strategy

Amendment Date: August 31, 2017

To all Proponents:

The Purpose of this Amendment is to answer the following questions:

1. Would the museum consider an extension to the closing deadline due to Labour Day Holiday (September 4th) and timing to review/incorporate responses to RFP questions?

No.

2. What is the extent of existing research/studies available about the museum audience, including current audience (onsite and online) and desired target audience?

An annual visitor survey is done each August. The Museum tracks visitation by category and origin. The first market research study looking into local awareness/opinion of the Museum was conducted in 2016.

3. Is the museum currently collecting and analysing online metrics to evaluate outreach of their online presence and brand?

The Museum uses Google Analytics for the website and measures social media channels. The Museum has reports for each of our digital campaigns.

4. In section 1.6, Out of Scope, can you please explain further or provide an example of what is meant by “suggestions of new treatments” that are within the scope of work?

This refers to the big idea where the new creative treatments illustrate how the brand could be used in advertising.

5. In section 1.6, Out of Scope, the asterisk disclaimer on Translations: can you please clarify this statement as a “condition of approval”? Is the ability to communicate in both official languages a requirement for all members of the core team being proposed?

The ability to work in both official languages is not a requirement. The Museum is looking for brand positioning statement, possible tagline etc. Before the English version is approved the Museum would have to ensure that the line also works in French. The Museum is responsible for any translation required.

6. Can you please clarify how much internal vs external stakeholder consultation is expected to achieve the goals of the project?

Stakeholder consultation is required to ensure 360 input and ownership however the Museum would look for recommendations from Proponents as to the amount they determine is required.

7. Who will be the project team and decision makers for the project? (i.e. who the proponent would be working with)

This project is being led by the Communications department with cross-departmental participation and input from the Senior Leadership Team.

8. Is there a minimum of expected on-site meetings or workshops?

The Museum expects a minimum of two onsite visits. Subsequent visits would be determined between the successful proponent and the Museum. There is no additional funds allocated for travel.

9. Are there specific project milestones within the 20 weeks duration of the project?

This would depend on the process proposed by the successful proponent. There is some flexibility within the 20 weeks as long as all requirements are fulfilled by the project deadline.

End of Document