



**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

**LETTER OF INTEREST**

**LETTRE D'INTÉRÊT**

Comments - Commentaires

<b>Title - Sujet</b> RFI Advertising Creative Services	
<b>Solicitation No. - N° de l'invitation</b> EP361-180010/A	<b>Date</b> 2017-09-08
<b>Client Reference No. - N° de référence du client</b> EP361-18-0010	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CZ-002-73396
<b>File No. - N° de dossier</b> cz002.EP361-180010	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2017-09-29</b>	
<b>Time Zone</b> Fuseau horaire Eastern Daylight Saving Time EDT	
<b>F.O.B. - F.A.B.</b> Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> Public Services and Procurement Canada/ACPD, Attn: Steve Chapman 4TH FL., Office 037 350 ALBERT ST. OTTAWA Ontario K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

**Vendor/Firm Name and Address**

Raison sociale et adresse du  
fournisseur/de l'entrepreneur

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

**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

## REQUEST FOR INFORMATION

### 1. Background and Purpose of this Request for Information (RFI)

The purpose of this RFI is to invite any interested parties to share ideas with the Government of Canada regarding the development of a new Request for Supply Arrangement (RFSA) and Request for Standing Offer (RFSO) for Advertising Creative Services.

All respondents are urged to review the associated draft Statement of Work (SOW) (attached as Annex "A") and proposed evaluation criteria (attached as Annex "B") in order to provide comments.

It is anticipated that the RFSA/RFSO will be published on Buy and Sell (<https://buyandsell.gc.ca/procurement-data/tenders>), with a tentative schedule as follows:

#### 1.1 Estimated Procurement Timeline

RFI: September X to X, 2017

RFSA/RFSO Issued: Fall 2017

RFSA/RFSO Closing: Fall/Winter 2017-2018

Resulting SA and SO: no later than June, 2018

### 2. Nature of Request for Information

This is not a bid solicitation.

This RFI will not result in the award of any Supply Arrangements (SA) or Standing Offers (SO). Nor will this RFI result in the creation of any source list. Potential suppliers of services described in this RFI should not allocate resources as a result of any information contained in this RFI. Furthermore, whether or not any potential supplier responds to this RFI will not preclude that supplier from participating in any future procurement. Also, the procurement of any of the services described in this RFI will not necessarily follow this RFI. This RFI is simply intended to solicit feedback from industry with respect to the matters described in this RFI.

### 3. Contents of RFI

This RFI contains both the draft SOW and evaluation criteria for the proposed RFSA/RFSO. These documents remain a work in progress and respondents should not assume that new requirements will not be added to any RFSA/RFSO that are ultimately published by Canada. Nor should respondents assume that none of the clauses or requirements contained in the attached draft document will be deleted or revised. Comments regarding any aspect of the draft documents are welcome.

### 4. Overview of Changes from Previous Solicitations

The following list of important changes is not intended to be complete or comprehensive and should not be used by potential respondents as a substitute for a review of the attached Statement of Work and Evaluation Criteria in their entirety:

- It is anticipated that a maximum of ten (10) Departmental Individual Standing Offers (DISOs) for Advertising Services, which could be used for advertising campaigns estimated at up to **\$400,000.00** (excluding Applicable Taxes), may result from the upcoming Solicitation process (timing as noted in section 1.1 of this RFI).
- No separate Standing Offers for Public Notice services will be sought.

- Media Planning has been removed from the mandate of potential successful suppliers under both the RFSA/RFSO. The Agency of Record (AOR) is now responsible for all media planning related to Government of Canada advertising campaigns.
- The focus of the mandates for both the RFSA/RFSO is more heavily related to digital advertising as it has been responsible for more of the Government of Canada's advertising spend recently.
- Possible inclusion of a clause to allow for Government of Canada acquisitions cards to be used as a procurement tool. Are there any challenges to potential suppliers in this regard? (See Annex "C" Response Template for full text clause)

#### **5. Nature of Responses Requested**

Respondents are requested to provide their comments, concerns and, where applicable, alternative recommendations regarding how the requirements or objectives described in this RFI could be satisfied. Respondents are also invited to provide comments regarding the content, format and/or organization of any draft documents included in this RFI. Respondents should explain any assumptions they make in their responses.

#### **6. Response Costs**

Canada will not reimburse any respondent for expenses incurred in responding to this RFI.

#### **7. Duration of the Request for Information**

Respondents should provide their responses to the information contained in this RFI before the closing date and time indicated on page 1 of this RFI.

#### **8. Treatment of Responses**

- **Use of Responses:** Responses will not be formally evaluated. However, Canada may use responses to develop or modify procurement strategies or any draft documents contained in this RFI. Canada will review all responses received by the RFI closing date and time. Canada may, in its discretion, review responses received after the RFI closing date and time.
- **Review Team:** A review team composed of representatives of Canada will review the responses. Canada reserves the right to hire any independent consultant, or use any Government resources that it considers necessary to review any response. Not all members of the review team will necessarily review all responses.
- **Confidentiality:** Respondents should mark any portions of their response that they consider proprietary or confidential. Canada will handle the responses in accordance with the Access to Information Act
- **Follow-up Activity:** Canada may, at its discretion, contact any respondents to follow up with additional questions or for clarification of any aspect of a response.

#### **9. Submission and Format of Responses**

Responses should:

- use the format for submission attached as Annex "C";
- Interested parties should deliver their response to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the RFI;
- be submitted on or before the closing date and time indicated on page 1 of this RFI;
- include the respondents company name, email, and the name of the primary point of contact; and
- indicate this RFI number in the subject line.

Respondents are solely responsible for the delivery of their responses in the manner and time prescribed. Responses received after the above time and date may not be considered.

**10. Enquiries**

Because this is not a bid solicitation, Canada will not necessarily respond to enquiries in writing or by circulating answers to all potential bidders. However, respondents with questions regarding this RFI may direct their enquiries in writing to:

Contracting Authority: Chris Ivany

E-mail Address: [christopher.ivany@pwgsc-tpsgc.gc.ca](mailto:christopher.ivany@pwgsc-tpsgc.gc.ca)

Telephone: (613) 993-0048

**ANNEX “B”**  
**SUPPLY ARRANGEMENT FOR ADVERTISING SERVICES**

**1. Background**

Through this Solicitation, the Government of Canada (GC) is seeking to establish Supply Arrangements for advertising services with a number of Suppliers. *The GC defines advertising as any messages conveyed in Canada or abroad and paid for by the government for placement in the media, including but not limited to: newspapers, television and cinema, radio, billboards and other out-of-home media, mobile devices, the Internet and any other digital media.*

Advertising is an important way for the GC to communicate with Canadians. The GC uses advertising to support its social, economic and cultural objectives to ensure that Canadians are informed of services, programs, initiatives and policies. Advertising is also an essential tool to alert the population about environmental and public health and safety issues, invite consultation on matters of public interest, and notify people about their legal rights and obligations. All federal advertising is conducted in accordance with the Treasury Board of Canada’s *Policy on Communications and Federal Identity*.

The resulting GC Supply Arrangements will be accessed as needed for advertising requirements of GC institutions identified in Schedules I, I.1 and II of the Financial Administration Act, located at: [www.justice.gc.ca](http://www.justice.gc.ca), unless excluded by specific acts, regulations or Orders in Council.

This document outlines the services that an advertising agency will be expected to respond to under these Supply Arrangements.

It is important to note that all GC advertising is produced in both official languages of Canada. For more information about federal Acts and regulations as they relate to GC advertising, please refer to section A.7 - Reference Web Sites.

The GC's advertising function is managed in a coordinated approach with a decentralized delivery system. A description of the roles and responsibilities of the key institutions and organizations that are responsible for the management of advertising is available at the following website:  
<https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications/advertising-requirements.html>

All media planning, negotiations and buying services (including “media partnerships”) are conducted exclusively by the GC's Agency of Record (AOR) and, therefore, are not included in this requirement. Advertising agencies must coordinate all media negotiations through the AOR. Public opinion research, including the Advertising Campaign Evaluation Tool (ACET), does not form part of this requirement.

The annual reports on the GC's advertising activities can be found at the following Web site:  
<http://www.tpsgc-pwgsc.gc.ca/pub-adv/index-eng.html>

**2. Overview**

The SOW for a Supply Arrangement could encompass the following services in advertising projects:

- Account management and coordination services
- Strategic services
- Creative and production services
- Media distribution (trafficking)

The GC advertising approval process is long, cumbersome, and multi-level – this impacts the timely delivery of campaigns. The Supplier may be working under very short timeframes as most of the requests are on an urgent basis. No rush charges will be paid as it is understood that this is the nature of the work.

### **3. Project Management Overview**

As part of its normal service delivery, the Suppliers will be responsible to adhere to the following project management principles.

#### **3.1 Commitment and Resources**

- Commit to providing the best value for services to the GC from concept to execution of advertising services.
- Fairly represent the supplier's knowledge and capabilities to meet the assignment objectives.
- Ensure availability of agency resources and that qualified personnel is applied to meet the objectives, deadlines, quality standards and budget, as outlined by the Project Authority (PA) for a specific advertising requirement.
- Demonstrate a high level of responsiveness and the ability to react quickly.
- Exhibit financial reliability and administrative control through documented processes for all transactions on behalf of government business.

#### **3.2 Confidentiality and Conflict**

- Acknowledge the responsibility to treat information and strategies from the GC as strictly confidential, and only make available to employees and outsourced suppliers on an as-and-when-needed basis.
- Make disclosure if the supplier is coincidentally contracted with another client that has advertising and communication needs that are counter to the interests of the specific objectives to the Supply Arrangement in question.

#### **3.3 Financial Control and Verification**

##### **3.3.1 Information Management**

- Document the internal processes that are used by the advertising agency to track projects.
- Document internal processes for financial controls in managing the budget and monitoring labour costs for the work outlined in the SOW for the advertising requirement.

##### **3.3.2 Budget Control**

- Implement a budget control procedure in a manner agreed to by the PA at the outset of the assignment. The budget control must record released funds and must contain detailed planned, actual and adjusted costs. The advertising budget control system must ensure that all funds and expenditures in the client's account are properly recorded and auditable.
- Prior to making any changes to the objectives and strategies contained in the SOW, it is mandatory that those additional costs always be authorized by the PA and that an amendment to the Contract against a Supply Arrangement be issued by PSPC to reflect the additional cost prior to production or realization.

##### **3.3.3 Audit Trail**

- Maintain documents and records for the purpose of verifying any production or other orders, and invoices from outside suppliers for expenses which the advertising agency has incurred on behalf of,

and re-billed to the GC. These documents and records are to be maintained for a period of six (6) years from date of final payment.

### **3.3.4 Time and Staff Remuneration**

- An hourly rate system will be the basis of payment for the Supply Arrangement. The advertising agency shall specify all actual hours in respect to the specific assignment, and in respect of each individual staff member with an allocation of time by number of hours per day and date. Time and staff must be monitored by the advertising agency so as not to exceed the budget for remuneration.

## **4. Services Required**

The SOW for a contract against a Supply Arrangement could encompass the following services:

- **Account Management and Coordination Services**

- Account management
- Account coordination

- **Strategic Services**

- Strategic planning and development

- **Creative and Production Services**

- Creative direction
- Graphic design
- Copy writing (English or French)
- Copy editing (English or French)
- Translation and adaptation
  - English or French
  - Aboriginal languages
  - Ethnic languages
- Proofreading
  - English and French
  - Aboriginal languages
  - Ethnic languages
- Production management for:
  - Print
  - Broadcast
  - Out-of-Home
  - Digital
  - Cinema
- Production Services for:
  - Print
  - Broadcast
  - Out-of-Home
  - Digital
  - Cinema

- **Media Services**

- Media distribution (trafficking)

### **4.1 Account Management and Coordination Services**

#### **4.1.1 Account Management**

The designated resource providing account management services will be responsible for the following:

- Work on the day-to-day development and execution of account management and coordination services.
- Ensure that all procedures under each contract have been followed, and correct documentation is in place.
- Document all activities in all categories of service and all direct costs that include the level of effort (time and resources) to deliver the services required by the PA.
- Adhere to all procedures (including budgets, time, and staff resources), and ensure that correct documentation is in place.
- Ensure that changes to the SOW are documented and approved by the PA, and that amendments to the contract are issued by the Contracting Authority prior to the work being done.
- Manage, on a day-to-day basis, all resources working on the development and production of advertising and, if required, associated marketing materials.
- Attend client briefings and meetings, and participate in conference calls as required.
- Provide cost reports detailing the monitoring of developing campaigns, budgets and work schedules; produce timely estimates for approval; advise of budget variances.
- Facilitate creative production and ensure all creative elements have the PA's approval prior to production.
- Supervise and report on any work produced by approved sub-contractors.

#### **4.1.2 Account Coordination**

The designated resource providing account coordination services will be responsible for the following.

- Provide continuous account support to the PA to deliver all the advertising components as detailed in the SOW.
- Assist the designated resource responsible for account management in the accomplishment of his/her roles and responsibilities which include, but are not limited to:
  - Attending client briefings and meetings (upon request);
  - Providing contact reports and budget reports detailing the monitoring of developing campaigns;
  - Providing budgets and timetables;
  - Producing estimates for approval;
  - Advising of budget variances;
  - Facilitating creative production.

#### **4.2 Strategic Planning and Development**

The designated resource providing strategic planning and development services will be responsible for the following.

- Develop a strategy or communication plan for advertising services (including, if required, supporting marketing materials) to achieve the goals of the advertising campaign – this may require expertise in specific areas as defined in the Contract. This may also include review of secondary research including consumer and market research, target market analyses, proprietary research tools, etc. that will support the strategic recommendations.
- Produce a strategy and/or communications plan which can include:
  - Marketing and advertising objectives;
  - Branding considerations;
  - Target audience identification;
  - Key messages;
  - Creative strategy and concepts (artwork and layout);
  - Recommendation for research and creative pre-testing, as required;
  - Supporting marketing materials, if required;

- Budget;
- Timing;
- Rationale;
- Deliverables;
- Indicated actions and next steps;
- Evaluation process.
- Ensure the advertising strategy and/or communication plan has signed authorization by the PA prior to implementation.

### **4.3 Creative and Production Services**

#### **4.3.1 Creative Direction**

The designated resource providing creative direction services will be responsible for the following.

- Develop the overall creative concept and approach for the advertising campaign (including supporting marketing materials, if required).
- Oversee and provide direction on overall quality of all creative elements, concepts, development, and production of all advertising products and potentially any marketing materials developed in support of the advertising products.
- Work directly with the client institutions in developing the advertising and marketing materials.
- Attend client briefings and meetings, and participate in conference calls, as required.
- Assign, direct and supervise all aspects of the production team including copywriting, graphic design, copy editing, proof-reading, translation and adaptation, management, and production services.
- Oversee and provide direction for all creative work produced by sub-contractors.

#### **4.3.2 Graphic Design**

The designated resource providing graphic design services will be responsible for the following.

- Develop creative materials (copy and artwork) that flow from the approved overall creative approach.
- Create the broadcast, digital, out-of-home, cinema, print advertisements, videos for use on social media platforms, and/or marketing materials required for the advertising campaign.
- Work in collaboration with the designated resource responsible for creative direction to advise the client where and when to use existing assets and when original work may be required.
- Provide a range of design services that can produce relevant materials for specific types of campaigns (e.g., business-to-business, health care, science and technology, recruitment, etc.).

#### **4.3.3 Copy Writing (English or French)**

The designated resource providing copy writing services will be responsible for the following.

- Direction and overall quality of all copy elements from concepts to final products, including advertising products and marketing/partnership materials.
- Create new copy and/or provide revisions to existing copy of all materials in both official languages.
- Ensure messaging is relevant for, and motivates the target audience(s).

#### **4.3.4 Copy Editing (English or French)**

The designated resource providing copy editing services will be responsible for the following:

- Copy editing for a variety of media such as broadcast, digital, out-of-home, cinema, and print, and for marketing materials.
- Provide copy editing for media in both official languages.
- Ensure messaging is relevant for, and motivates, the target audience(s).

#### **4.3.5 Translation and Adaptation**

The designated resource providing translation and adaptation services will be responsible for the following.

- Provide or manage the translation and adaptation of materials in both official languages.
- Provide or manage the translation and adaptation of materials into languages of Indigenous peoples, as and when required.
- Provide or manage the translation and adaptation of materials into ethnic languages, as and when required.

#### **4.3.6 Proofreading (English and French)**

The designated resource providing proofreading services will be responsible for the following.

- Provide proofreading of copy to ensure accuracy.
- Provide proofreading of copy to ensure the proper equivalency is maintained between the two official languages.
- Manage proofreading of materials that have been translated into ethnic languages and languages of Indigenous peoples, as and when required.

#### **4.3.7 Production Management**

The designated resource providing production management services will be responsible for the following.

- Provide production management services for multi-media advertising products such as, but not limited to, broadcast, digital, out-of-home, cinema, and print, as well as marketing/partnership materials.
- Ensure production supervision and quality control of materials, including work that is outsourced for broadcast, digital, out-of-home, cinema, print, and videos for use on social media platforms, as well as marketing/partnership materials.
- Take into consideration creative content constraints including, but not limited to:
  - For video advertisements that are 25+ seconds in length:
    - Canada Wordmark is applied prominently as the last image of the advertisement (generally 60% of the screen width), and the image must remain on the screen for 4 seconds.
    - Animated flag symbol precedes the static form of the wordmark;
    - Identification of the GC is made by 2.5 second voice over “A message from the Government of Canada” during the display of the wordmark;
    - Approved musical signature (first 4 notes of national anthem) lasting 1.5 seconds, plays following the voice-over.
  - For video ads, 10 – 15 seconds in length:
    - Canada wordmark is applied prominently as the last image of the ad (generally 60% of the screen width) and remains on screen for a minimum of 2 seconds;
    - Animated flag symbol precedes the static form of the wordmark;
    - Identification of the GC is either made by voice-over (“A message from the Government of Canada”) or the departmental/GC signature is displayed at some point during the ad instead of adding the voiceover;
    - Optional: the musical signature (first 4 notes of national anthem) can be added to the end of the video.
  - For extremely short video ads (e.g., 6 seconds):
    - Canada wordmark does not need to be animated (no animated flag)

- Canada wordmark can be on screen with additional text/images, and must be on screen for a minimum duration of 1 second.
- All digital and print advertisements, including marketing materials, must contain the appropriate Federal Identity Program (FIP) corporate signature, as well as the Canada wordmark. To learn more about FIP, please consult the following Web site: [http://www.tbs-sct.gc.ca/fip-pcim/index\\_e.asp](http://www.tbs-sct.gc.ca/fip-pcim/index_e.asp).
- Supply experienced production management services including, but not limited to:
  - Print:
    - Newspaper
    - Magazine
  - Marketing materials
  - Broadcast:
    - Television
    - Radio
    - Short videos, for use on digital/social media platforms
  - Out-of-home:
    - Transit ads
    - Closed circuit / digital advertising
  - Digital:
    - Internet ads
    - Interactive media
    - Social media ads
    - Ad words
  - Cinema
- Provide production management services including, but not limited to:
  - Accurately estimating costs;
  - Negotiating with production sub-contractors;
  - Establishing contingency plans in case of unforeseen events;
  - Following required tendering processes for sub-contracting;
  - Obtaining legal clearance for intellectual property;
  - Negotiating copyright on behalf of the Crown;
  - Casting, negotiating, contracting and paying talent and residuals; and
  - Obtaining and documenting talent releases.

#### **4.3.8 Production Services**

The designated resource providing production services will be responsible for the following, but not limited to:

- Print:
  - Newspaper
  - Magazine
- Marketing materials
- Broadcast:
  - Television
  - Radio
  - Short videos, for use on digital/social media platforms
- Out-of-home:
  - Transit ads
  - Closed circuit / digital advertising
- Digital:

- Internet ads
- Interactive media
- Social media ads
- Ad words
- Cinema

All "Studio Services" including items such as file retrieval, burning CDs, uploads to extranet, mounting and mock-ups, etc., to support the development of advertising and marketing materials must be included within the production services category of services under the areas of service identified above.

#### **4.4 Media Distribution (Trafficking):**

The designated resource providing media distribution services will be responsible for the following.

- Confirm creative material titles, codes, telecaster numbers and rotation (if more than one creative) to the AOR, so that the AOR can issue the traffic instructions to the media suppliers.
- Ensure delivery of creative material in proper formats to each media supplier in a timely fashion, except for internet creative material (display), which should be sent to the AOR for trafficking.

More specifically, these services will be delivered in close collaboration with the AOR, and roles and responsibilities will be the following:

- Broadcast: The AOR will issue a list of purchased stations to the Supplier. The AOR will coordinate with the Supplier to complete the traffic instructions, i.e., creative material titles, codes, telecaster numbers and rotation information (if more than 1 creative), and will send these to the stations. It is the Supplier's responsibility to obtain the telecaster number and other necessary approvals. The Supplier will order the broadcast dubs (copies) from a dubbing and distribution house of their choosing, which will send the material to the stations. These costs will be assumed by the Supplier under its production budget.
- Print: The AOR will supply links to media suppliers' technical specifications for creative production; this will also be included in media plans along with material delivery dates. The AOR will communicate with the Supplier to obtain creative material titles, codes and creative rotation, if any, and indicate the information on insertion orders. The Supplier will send out the material.
- All other media (except Internet): The AOR will supply links to the suppliers' technical specifications on the list of contact information for suppliers (as no cost guide exist for these media). This information will also be indicated in media plans, along with material delivery dates. The AOR will send instructions to the suppliers based on creative information provided by the Supplier (i.e., creative material titles, codes, rotation information). The Supplier will send out the material.
- Internet (display): The Supplier will send the creative material to the AOR that will traffic the material through the Advertising Technology Partner's ad server or through the media suppliers' ad server, and ensure appropriate tracking set-up.

Ad server services are not included in this requirement. This service is covered under contract with the AOR responsible for all services related to ad servers.

## **5. Work and Contract Constraints**

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

### **5.1 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 (TBS),

including, but not exclusive to, the following:

- The *Policy on Communications and Federal Identity* (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>) to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public, and to ensure that advertising design and presentation conform to the requirements;
- The *Contracting Policy* (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>) to ensure the quality and value of the work they contract out;
- The *Official Languages Act* (<http://laws-lois.justice.gc.ca/eng/acts/O-3.01/page-1.html#h-5>) (Sections 11 and 30) to ensure compliance in all advertising.
- The *Privacy Act* (<http://laws-lois.justice.gc.ca/eng/acts/P-21/>) to ensure proper privacy practices are incorporated and respected in the handling of personal information; and
- The *Standard on Web Accessibility* (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601>) to ensure conformance with *Web Content Accessibility Guidelines* (WCAG) 2.0.

Other relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

The Contractor must maintain financial records in support of PSPC responsibilities under the Financial Administration Act, and provide information in support of PSPC's responsibilities under the Access to Information Act. As well, the Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

## **5.2 Approval Process Constraints**

The Supplier will be receiving requests from PWGSC on behalf of various institutions. The PA identified within each contract will be responsible for providing written approval of all the Contractor's work, seeking all necessary approvals, providing written approvals of all work, receiving all final deliverable materials, and verifying that value for money has been obtained.

The Contractor will work with the PA to set a timeline for delivery and presentation of work including campaign briefs, campaign strategies, creative concepts, production of digital assets and post-campaign reports.

The PA will work with the Contractor to define and refine the messages and the development and design of materials to be applied to the campaign prior to getting approval from internal program colleagues and senior management. Final approval to proceed will be communicated to the Contractor by the PA. It is the PA's responsibility to seek all required approvals. The Contractor may be asked to provide presentation materials and / or to make presentations for this purpose.

Development of advertising and related materials requires significant internal communications. PSPC Strategic Communications, specific Program authorities as well as Deputy Ministers', Minister's Offices and the Privy Council Office (PCO) must be involved throughout this process. In addition, there are significant stakeholder groups that will be informed of the approach being taken. These additional levels of approval may result in longer timeframes for approval prior to proceeding with specific projects. The Contractor should build in a two-week period for client approvals on each major milestone/deliverable in the campaign development process.

The Contractor must not place any GC advertisement in any advertising medium. In addition, materials must not be forwarded to media outlets prior to receiving the AOR's email acknowledgement of receipt

of the work authorization (WA) and list of media outlets purchased, as applicable.

## TECHNICAL EVALUATION

### C.1 MANDATORY TECHNICAL CRITERIA

- The Supplier MUST meet all the mandatory requirements of the RFP.
- The Supplier MUST provide answers in the format requested in this document. That is, case studies must be presented as described in the template.

#### C.1.1 EXPERIENCE OF THE SUPPLIER

The Supplier MUST submit two (2) examples of advertising/marketing campaigns which were completed\* within the last three (3) years of the bid closing date. The two submitted examples must combine to include:

- An example of paid digital tactics including those used to boost organic digital posts.
- Development and production in both official languages (English and French).
- An example of a national campaign (that is, delivered in at least three of the following five regions: Prairies/BC, Ontario, Quebec, Atlantic, northern Canada).
- A combination of both traditional media (television, radio, print, video etc.) and digital/social media.

The supplier must clearly outline which of the submitted campaign(s) meets which of the four (4) requirements in the bulleted list above.

\*Completed advertising/marketing campaign is one for which planning and production have been completed, tactics have been executed, and measured results are known. While the campaign can be ongoing, a measurable phase or flight must be available to meet the definition.

C.1.2 The Supplier MUST comply with the certification requirements as described in Part 5.

### C.2 POINT RATED TECHNICAL CRITERIA

Rated Criteria	Minimum Points Required	Maximum Points
C.2.1. Experience of the Supplier	180	300
C.2.2 Management Approach	60	100
C.2.3 Environmental	N/A	30

Suppliers that fail to meet the minimum points in each rated criterion will not be evaluated further and will be considered non-responsive.

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.

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.

#### C.2.1 EXPERIENCE OF THE SUPPLIER - REQUIREMENTS AND RATED CRITERIA

What we are looking for:

Demonstration that the Supplier have developed compelling and insightful creative solutions using a variety of traditional and non-traditional media targeted to a variety of audiences (i.e., different demographic or ethnographic profiles), to solve a variety of business or social issues for their clients (e.g., raise awareness of a product, service or issue, increase sales, promote a behaviour modification, etc.). In the case of the campaign that includes both digital/social media plus traditional media, demonstration that the digital/social component of the campaign complimented the traditional portion, and that both portions of the campaign enhanced each other must be demonstrated. In the case of the campaign with paid digital/social tactics and organic digital/social activities, demonstration that the paid activities boosted the organic activities. Finally the Supplier must demonstrate that it has superior production capabilities and has successfully developed and executed campaigns that met objectives and achieved desired results.

#### EXPERIENCE OF THE SUPPLIER – REQUIREMENT 1:

**For rated requirement C.2.1.1, C.2.1.2 and C.2.1.3**, the required examples, described in C.1.1 will be reviewed. The examples must be presented as described in the template provided at the end of section C.2.1, and each section must be no longer than the stated word count (additional text will not be considered).

## **EXPERIENCE OF THE SUPPLIER – RATED CRITERIA**

The following criteria will be evaluated based on the three examples of advertising/marketing campaigns submitted by the Supplier (EXPERIENCE REQUIREMENT 1).

The technical score will be calculated by evaluating each example provided, adding up the three scores and dividing by three (3) for a single average score. Examples that fail to achieve a minimum of 60% individually will not be evaluated. The minimum average score is 180 points.

### **C.2.1.1 Strategic Thinking (Solution/Creative Concept) - 150 Points**

The Supplier:

- clearly and succinctly articulated the client's objectives and the role of the Agency;
- demonstrated an in-depth understanding of the product/service/social issue and market(s);
- identified target audience(s), including minority language requirements, ethnographic profiles and/or Indigenous and Inuit communities, and demonstrated how products and materials were adapted to engage these audiences;
- extrapolated key insight(s) to rationalize creative recommendations;
- recommended insightful creative and described why and how the creative idea resonated with and motivated the target audience(s);
- demonstrated how the strategic advice/direction provided by the Supplier achieved client objectives;

### **C.2.1.2 Breadth and Depth of Experience with Developing Creative that is Complementary Across a Range of Media/Channels - 100 Points**

The Supplier:

- demonstrated experience in developing creative that is cohesive and complementary across a variety of media and channels (e.g., traditional media (radio, print, television, out-of-home) and digital media (including social media));
- clearly articulated how the creative on various platforms and media worked together and complemented each other, to achieve the stated business objective(s);
- clearly articulated how digital/social media complemented traditional media (where applicable);
- clearly demonstrated how paid digital/social media boosted organic digital/social media activities.

### **C.2.1.3 Breadth of Experience Developing Different Types of Campaigns - 50 Points**

- Demonstrated experience in executing different types of campaigns (e.g., with different business objectives and/or in different sectors of activity, etc.).

## **EXPERIENCE OF THE SUPPLIER - TEMPLATE**

The Supplier must: use the headings and sub-headings provided below; use plain language; provide facts and sources; and not exceed word count indicated. The word count must not be exceeded (additional text and documentation will not be considered).

EXAMPLE # \_\_\_\_\_

### **SECTION I: BACKGROUND INFORMATION**

Agency Name:

Campaign Name:

Client Name:

Campaign Dates:

Geographic Area Covered:

Campaign Budget Range:

\_\_\_ Under \$500K

\_\_\_ \$500K to \$1M

\_\_\_ \$1M to \$2M

\_\_\_ \$2M to \$3M

\_\_\_ \$3M to \$4M

\_\_\_ over \$4M

### **SECTION II: SITUATION ANALYSIS (Limit 300 words)**

Describe your client's business requirement, challenge, or opportunity and what your agency was hired to do. Include a description of the product/service/social issue at the heart of the campaign, the market(s) and the target audience(s) and any limitations established by the client.

### **SECTION III: STRATEGIC THINKING (Limit 700 words)**

Describe the strategic thinking behind the creative approach that you developed to respond to your client's objectives. This should include: a summary of the key data, information, and/or insights that anchored your strategic recommendations and why; a description of the creative idea; the central message; the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s) and how it would meet the campaign objectives.

### **SECTION IV: CAMPAIGN EXECUTION (Limit 700 words)**

Describe what approaches were used, and how all the elements of the campaign worked together. Explain how the creative idea was executed in the various media and illustrate the role of each element and the synergy between them. Describe how the digital/social media approach complemented traditional media (where applicable). Describe how paid digital/social media complemented organic digital/social media activities (where applicable).

### **SECTION V: RESULTS (Limit 700 words)**

Summarize the campaign results. Results must be for the entire campaign period and should not only relate to specific peaks where results were the best. Include campaign metrics (key performance indicators) and outcome(s) relative to the benchmarks and the client's business objectives. Results should describe how digital/social media tactics enhanced results in traditional media, and vice-versa (if applicable), and how paid digital/social media tactics boosted organic digital/social media activities (if applicable).

## **C.2.2 MANAGEMENT APPROACH - REQUIREMENTS AND RATED CRITERIA (limit 1,000 words)**

What we are looking for:

Demonstration that the Supplier can manage competing priorities, assign the required resources to a project, and control budgets, timelines and quality.

### **C.2.2.1 Robust Management Systems - 50 Points**

The Supplier must describe how they assign resources to projects and control budgets and timelines; 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, their approach to quality assurance.

### **C.2.2.2 Quality Assurance Process for Language and Creative Adaptation - 50 Points**

The Supplier must 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 number of other languages for various ethno-cultural audiences. The Supplier must provide samples/examples of language and creative adaptation in both English and French (that is, the same creative produced in English and French). The Supplier must describe the process for ensuring quality control (including version control) for creative produced for various digital/social media platforms.

## **C.2.3 ENVIRONMENTAL CRITERIA - REQUIREMENTS AND RATED CRITERIA - 30 Points (limit 300 words)**

What we are looking for:

Demonstration that the Supplier has environmentally ethical and sustainable business practices.

The Supplier must provide their existing or proposed company-wide environmental statement and mission, including environmental measures undertaken in office operations; and their existing or proposed action plan for materials/equipment sourcing (e.g., intended use of recycled or reused products, waste management strategy, etc.).

### **Definitions**

Advertising: Government of Canada advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

Traditional advertising: In the context of this RFP, traditional advertising refers to paid placements in print, radio, television, out-of-home (billboards, cinema)

Digital advertising: Also referred to as Internet advertising, digital advertising is paid advertising that is digitally displayed, on the Internet, on smart phone and hand-held media devices.

Social media advertising: Social media advertising is a form of Internet/digital advertising that utilizes social networking websites

Organic activities/tactics: Tactics or activities on social media without paid promotion.

Boosting: using paid advertising to promote organic activities.

ANNEX "C"

NOTE: Please use following template for all responses associated with this RFI (EP361-180010/A).

**Response Template**

<b>RFI Number:</b>	<b>Detailed Response</b>
<b>Respondent Company Name:</b>	
<b>Name and email address of primary point of contact:</b>	
<b>1. Feedback on Statement of Work (including reference to section)</b>	
<b>2. Feedback on Evaluation Criteria (including reference to section)</b>	
<b>3. Do you see any challenges with opening up PSPC procurement tools (Standing Offers and Supply Arrangements) to Provincial and Territorial governments?</b>	
<p><b>4. PSPC is seeking feedback on the potential for Government of Canada acquisitions cards being used as a procurement tool. Are there any challenges to potential suppliers in this regard?</b></p> <p><b>A proposed clause that may be used is attached below for feedback:</b></p> <p>H3027C – Electronic Payment of Invoices – Contract.</p> <p>The Contractor accepts to be paid using the following Electronic Payment Instrument(s):</p> <ul style="list-style-type: none"> <li>a. Visa Acquisition Card;</li> <li>b. MasterCard Acquisition Card;</li> <li>c. Direct Deposit (Domestic and International);</li> <li>d. Electronic Data Interchange (EDI);</li> <li>e. Wire Transfer (International Only);</li> <li>f. Large Value Transfer System (LVTS) (Over \$25M)</li> </ul>	