



RETURN BIDS TO:

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**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 Communication Marketing Management		
Solicitation No. - N° de l'invitation HT399-172780/A		Amendment No. - N° modif. 003
Client Reference No. - N° de référence du client HT399-17-2780		Date 2017-10-10
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-73451		
File No. - N° de dossier cx026.HT399-172780	CCC No./N° CCC - FMS No./N° VME	
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-10-20		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: Deen(CX Div.), Raihanna		Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 990-4033 ()		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

AMENDMENT 003

The purpose of this amendment is to:

- A) Respond to bidders questions; and**
- B) Apply changes to the Request for Proposal.**

PART A) Respond to bidders' questions

Question 14: Is it correct that there should be NO agency overview, staffing plan, staff resumes etc. included in the proposal since Technical proposals should follow the evaluation criteria listed in section 4.1.1.2 Point Related Technical Criteria?

Response 14: This is correct

Question 15: Was there any specific research done to inform the key messages? Can it be shared?

Response 15: The key messages have been developed based on a wide range of data including third party research, public opinion research, and public education campaigns from other jurisdictions. This information will be shared with the Contractor once the contract is awarded.

Question 16: Is there a broader youth campaign already developed or underway that the event program will be a part of or is the event program THE youth campaign?

Response 16:

A comprehensive, evidence-based public education strategy is being developed to ensure that an integrated approach is used to effectively reach the target audience(s) and encourage positive uptake. The experiential events will be one tactic among others in this strategy to reach youth.

Question 17: Please confirm that, while Section 2 in the Statement of Work outlines very clear tasks, proposals should NOT describe how the proposer plans to address each of those tasks.

Response 17: Bidders will be evaluated as per Section PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION of the Contract.

Question 18: In Section 2.1.1 Experiential Event Program #1, part h, it states that proposers must develop awareness of the events through various channels, including social media. Is it required that all awareness efforts be non-paid placements, as indicated in part f, or is some paid media (traditional and/or digital) allowed as part of this contract or a supplemental/supporting media contract?

Response 18: No paid placement is allowed as part of this contract.

Question 19: In Section 2.1.2 Experiential Event Program #2, part c, it asks that proposers plan to access an "existing social media following of a minimum of 300,000 people". Can you please clarify what you mean by an "existing social media following"? Is it expected that these 300,000 already follow a campaign, and if so, what is it? Is it expected that these 300,000 already follow influencers or celebrities?

Response 19: It is expected that these 300,000 already follow influencers or celebrities or other identified organizations combined.

Question 20: Section 4.1.1.1 states that the experience delivering experiential marketing programs must be "national in scope." Is this limited to Canada or do "national in scope" US-based programs count?

Response 20: National in scope means within Canada. "National" means including a minimum of four (4) provinces and/or territories.

Question 21: Similarly, in 4.1.1.2, R2, it states, "within the last 5 years, the bidder has developed national or provincial campaigns for social topics/issues." Do relevant national and state-wide US-based campaigns count?

Response 21: National in scope means within Canada. "National" means including a minimum of four (4) provinces and/or territories.

Question 22: Can a subcontractor be used to help meet the Mandatory Technical Criteria requirements of the RFP as described in section 4.1.1.1?

Response 22: As per the Standard Instructions - Goods or Services - Competitive Requirements, 04 (2007-11-30) Definition of Bidder: "Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid to perform a contract for goods, services or both. It does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors.

Question 23: Is the focus for Activation 1 (youth) on partnering with existing events across Canada or developing stand-alone experiences?

Response 23: Both are possible. This will be determined in collaboration with Health Canada as part of the event programs strategy development.

Question 24: If partnerships are the preference, are there events or organizations already being considered by GOC? Are there organizations specifically to be avoided?

Response 24: No partnerships have been identified to date. Partners will be determined by selection criteria developed by the Contractor in close collaboration with Health Canada.

Question 25: Is the focus for Activation 2 (young adults) on partnering with existing events across Canada or developing stand-alone experiences?

Response 25: Both are possible. This will be determined in collaboration with Health Canada as part of the event programs strategy development.

Question 26: If partnerships are the preference, are there events or organizations already being considered by GOC? Are there organizations specifically to be avoided?

Response 26: No partnerships have been identified to date. Partners will be determined by selection criteria developed by the contractor in close collaboration with Health Canada.

Question 27: Who is responsible for supplying the medical and safety information that will be delivered through the activations?

Response 27: If referring to information to be conveyed to the public as part of the public education campaign (i.e. about cannabis), Health Canada will provide the content. If referring to medical and safety information specific to ambassadors and event manager as it pertains to their roles and responsibilities in the events, that would be the responsibility of the Contractor.

Question 28: As the RFP does not specifically identify equipment and supply line items, are there specific vendors GOC must work with for those components or will the selected vendor have discretion in vendor selection?

Response 28: The Contractor have discretion in vendor selection.

Question 29: In section 2.1.2 point C, what does the “established database of 300,000” refer to in the social media context? Who has this database? What platforms do they exist across? What are the demographics of the database?

Response 29: Section 2.1.2 (c) of the Statement of Work states: “Accessing an existing social media following of a minimum of 300,000 people to increase reach for messaging geared towards a young adult audience;”. There is no reference to a database. It is expected that these 300,000 already follow influencers or celebrities or other identified organizations combined.

Question 30: How is success measured? How many Canadian youth and young adults does the GOC wish to educate or interact with over the course of the activation windows? What level of education is considered successful per interaction?

Response 30: This will be determined by the Contractor in close collaboration with Health Canada.

Question 31: Will the technical writing of health risks associated with cannabis use be provided GOC, or will this need to be developed by the agency?

Response 31: Health Canada will provide and approve all content and key messages for the campaign. The Contractor will be asked to adapt technical content for language suitable to the target audiences.

Question 32: What is the approval process for any creative elements of the campaign? How many people will be reviewing, and what is the expected turnaround?

Response 32: A multi-level approval process is followed within Health Canada. The Project Authority will be responsible for written approvals of all work, receiving all final deliverable materials and verifying that value for money has been obtained. The Project Authority will also obtain the required approvals from central agencies. While Health Canada aims to expedite approvals wherever possible, they can take up to two weeks or more in some instances.

Question 33: What reporting structure does the GOC envision for the project? How frequent? In what form?

Response 33: This will be determined in collaboration with Health Canada once the contract is awarded, however it is likely that reports be requested on a weekly and/or as-needed basis.

Question 34: Is there a relationship with any provincial organizations that will be conducting similar education programs, and can this be leveraged for the federal program?

Response 34: At this time, no. Should any develop during the course of the contracting period, Health Canada will advise the Contractor accordingly.

Question 35: Are there any differences in legislation across the provinces/municipalities that will require specific communication in communities to vary across the country?

Response 35: Details around this are to be determined as the bill moves through the legislative process.

Solicitation No. - N° de l'invitation
HT399-172780/A
Client Ref. No. - N° de réf. du client
HT399-172780

Amd. No. - N° de la modif.
003
File No. - N° du dossier
CX026. HT399-172780

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

Question 36: Are there restrictions around age for the brand ambassadors who are able to be part of the activations?

Response 36: Brand ambassadors must be of legal employment age.

PART B) Apply changes to the Request for Proposal

1. On page 1, under Solicitation Closes - L'invitation prend fin:

Remove:

**Solicitation Closes - L'invitation prend fin
at - à 02:00 PM
on - le 2017-10-16**

And

Replace with:

**Solicitation Closes - L'invitation prend fin
at - à 02:00 PM
on - le 2017-10-20**

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