

**QUESTIONS AND ANSWERS
ADDENDUM #1**

RFP 0355-2019-001

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| 1. Title | Advertising Services
Addendum #1 |
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| 2. Requests for Clarification | The following questions and answers are added as an addendum to CDIC RFP 0355-2019-001. |
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Q1. *Whether companies from Outside Canada can apply for this? (like, from India or USA)*

A1. Yes, CDIC will consider proposals from outside of Canada.

Q2. *Whether we need to come over there for meetings?*

A2. Bidders who are invited to deliver a presentation as per "Schedule B – Evaluation and Selection Process" may be required to do so, at CDIC's discretion, at CDIC's offices in either Toronto, Ontario or Ottawa, Ontario. Any costs incurred by the bidder for preparation and attendance in respect of the presentation to CDIC shall be at the bidder's expense and not reimbursed by CDIC.

There may be other requirements for the selected candidate to travel, for which Pre-Approved Expenses will be paid as described in "Schedule F – Professional Services Agreement".

Q3. *Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)*

A3. The Services as set out in the RFP can be performed outside of Canada provided the selected candidate meets all requirements of the Agreement, specifically as they relate to protected information and security.

Q4. *Can we submit the proposals via email?*

A4. Details regarding proposal submission can be found in Section 7 "Proposal Delivery" of the RFP.

Q5. *Would you consider a media only company to pitch for media planning and buying services, or are you looking solely for a full service agency?*

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A5. To be considered, a proposal must address all work described in “Schedule A – Statement of Work”. CDIC will consider proposals where a portion of the work is subcontracted provided all work is managed by the bidder.

Q6. *Can a Strategic Communications agency partner with a media planning organization and submit one RFP?*

A6. CDIC will consider proposals where a portion of the work is subcontracted provided all work is managed by the bidder.

Q7. *I am writing today to see if you have any parameters to share in regards to the preparation of the RFP for Advertising Services. I am specifically looking for the scope and reach required for media buys, as well as any print, online, radio, television advertising that CDIC has undertaken in the past.*

A7. CDIC is looking for a national awareness campaign that addresses the Strategy and other requirements as described in “Schedule A – Statement of Work”. Elements of CDIC’s current campaign are available at cdic.ca.

Q8. *Does the 4.3 million dollar budget cover a single campaign/project delivered over a year, or are there multiple campaigns within that?*

A8. The Project budget is estimated to be approximately \$4,300,000 for the 2018/2019 year including creative production costs for all ads, all media purchases, all fees, any commission costs, all pre-approved related expenses and all taxes. The budgets for subsequent years are not yet determined.

The budget would be expected to cover one campaign with several advertising flights, with the possibility of different executions depending on the channel.

Q9. *Should the samples of media campaigns provided fit within a specific budget?*

A9. The examples should be similar in scope to the Project as described in “Schedule A – Statement of Work”.

Q10. *Can we submit a proposal as a joint venture?*

A10. CDIC will consider proposals from joint ventures or where a portion of the work is subcontracted provided all work is managed by the bidder.

Q11. *Can we submit a media campaign where the creative was developed by another agency?*

A11. Yes, CDIC will consider this type of campaign provided the bidder makes clear that the creative was developed by another agency. The bidder and/or lead contacts identified must have played a significant role in the campaign strategy

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and execution. The role played by each lead contact in the example campaign should also be clearly stated as part of the bidder's response to R4-e.

- Q12. *Awareness goals for new Public Awareness Strategy (The "Strategy") articulated for 2017-2020 indicate target increase from 50% to 60-65%; have yearly incremental goals been established; if so, what are they?***
- A12. The yearly incremental goals have been established to be a 55%+ awareness by March 31, 2019 and 60%+ awareness by March 31, 2020.
- Q13. *2018/2019 Project budget is estimated to be approx. \$4,300,000 to include all budget items; is there a minimum media budget expected within this allocation?***
- A13. The Project budget is estimated to be approximately \$4,300,000 for the 2018/2019 year including creative production costs for all ads, all media purchases, all fees, any commission costs, all pre-approved related expenses and all taxes. The budgets for subsequent years are not yet determined.
- What portion of the budget is allocated to media buy costs is dependent on the pricing provided by the selected candidate and is being evaluated as part of this RFP as described in "Schedule D – Financial Offer Requirements and Evaluation".
- Q14. *Can you please define "national public awareness campaign"? Does this only include Government?***
- A14. A national public awareness campaign should be one for which the advertising was distributed nation-wide with awareness raising as a key objective, as opposed to sales. It does not need to be related to a Government client, but could be for example a campaign for a national charity organization or other national public awareness campaign.
- Q15. *Rated Requirements, R1: Are we able to use a CDIC case example?***
- A15. Yes, bidders may provide examples where the client was CDIC however only the information presented as part of the proposal will be considered as part of the evaluation.
- Q16. *Rated Requirements, R2: Are we allowed to use advertising examples (cases) to compliment the adaptation descriptions?***
- A16. Yes, bidders may use advertising examples to compliment the adaptation descriptions.
- Q17. *Please confirm the strategy referenced in R3-e is pertaining to the following (found on page 9) Public Awareness Strategy and Plan for 2017 – 2020 (the "Strategy") has been developed that: ·Shifts its target audience to emphasize***

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vulnerable Canadians; · Raises the awareness target from 50% to between 60% and 65% (with a lower threshold of 55%) and; · Has an increased TV and on-line presence.

A17. The RFP does not contain an R3-e, however CDIC believes this is in reference to R3-d which does reference the capitalized term Strategy as defined on Page 9.

Q18. Please clarify the timeframe between the written response and when the selected candidates would present live.

A18. While the timeline for Technical evaluations is dependent on the number of responses received, CDIC expects for presentations by a short list of bidders to take place 2-4 weeks following the Deadline for Proposals.

All other terms and conditions of the RFP remain unchanged.