



**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

<b>Title - Sujet</b> Advertising Creative Services	
<b>Solicitation No. - N° de l'invitation</b> EP361-180010/B	<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> EP361-18-0010	<b>Date</b> 2018-02-02
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-74145	
<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 at - à 02:00 PM on - le 2018-02-21</b>	<b>Time Zone Fuseau horaire</b> Eastern Standard Time EST
<b>F.O.B. - F.A.B.</b>	
<b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <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: Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur</b>	
<b>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)</b>	
<b>Signature</b>	<b>Date</b>

**This reason for this amendment is to advise all Offerors of the questions and answers pertaining to the Request for Standing Offers and to amend the Request for Standing Offers.**

Question 1: Does value of the call-up (up to 850k) include the production fees?

Answer 1: \$850K includes everything (except taxes).

Question 2: Which clients are included in the projected call-ups under this Standing Offer process? This will guide our personnel selection and relevant experience.

Answer 2: All government departments and agencies falling under the schedules listed in the RFSO and in Annex "A", the SOW.

Question 3: Are there 3 examples of campaigns with similar objectives to those of the potential call-ups?

Answer 3: We will not be giving any examples in this regard. Call-ups could involve similar scope to any past or existing GoC campaign.

Question 4: Approval Process Constraints (pg 28) – What does the PWGSC define as a 'major milestone' that would require a two-week period of turnaround. I.e.: New strategy, Creative concepts?

Answer 4: This would be determined in consultation with the PA for each individual campaign.

Question 5: How many approval bodies are required to weigh in during each major milestone along the process?

Answer 5: It depends on the complexity and/or interest surrounding the mandate being represented. For the most part, you only need to deal with the client PA.

Question 6: Is it presumed the proposed individuals will work on the awarded assignment(s)?

Answer 6: It is presumed that they or someone with equivalent experience would.

Question 7: If an agency scores in the top 12 but the initial call-up that is awarded is 6 months or a year from now is there an opportunity to switch key personnel if one of the two suggested candidates is no longer with the company?

Answer 7: Yes.

Question 8: Key Personnel (pg 26) – Can you provide more details in regard to a key resources proficiency in French? What is defined as proficient?

Answer 8: You explain to us what their ability is in French. There are no specifications that this is measured against.

Question 9: Experience of the Offeror (pg 36) – Can you provide examples of a key profession accomplishment? I.e.: Is this external recognition or can it be internal recognition of an award or a role played in the creation of a campaign?

Answer 9: It could include both of those things. Examples could range from industry or association acknowledgements or certifications related to overall capacity or to a specific campaign. Or simply describing the contribution of the individual for the delivery of a campaign element that overcame significant challenges or resulted in the resolution of problem etc. The description seeks to relate the tangible impact of the role the individual contribution to demonstrate the capacity.

Question 10: Experience of the Offeror (pg 36) – When putting forward candidates for key personnel how should we tailor their experience without knowing the exact projects if they range from Parks & Recreation to National Defense?

Answer 10: The experience should be tailored to reflect the roles of Account Direction/Strategist and Creative Director as outlined in Annex “A”, the SOW. Experience related to advertising services, not the subject matter of the campaign.

Question 11: Should we propose (in lesser detail) more members of a proposed team?

Answer 11: No.

Question 12: Offeror Selection (pg 15) - Can you clarify how the call-up assignments will be distributed to the top 12 scoring agency's over the next two years. Is it in order of ranking as they become available?

Answer 12: The first 12 will be in order of rank. From then on it will be based on the proportional share method. The goal will be for all firms to have their stated percentage of the total \$\$ value of Call-Ups by the expiry date of this tool.

Question 13: Offer Preparation Instructions (pg 9) - Can you confirm the acceptable transmission methods, is epost the only acceptable method? Are hard copies acceptable?

Answer 13: Part 3.1 of RFSO describes the process for submitting hard copies if you chose to do so (3<sup>rd</sup> paragraph).

Question 14: Offer Preparation Instructions (pg 9) – Can you clarify the note regarding hard/soft copies of the submission? Are we to submit a soft copy of the technical offer in addition to the hard copies?

Answer 14: No. However, some agencies do so. The note was created to set a standard.

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**AT TABLE OF CONTENTS, LIST OF ANNEXES:**

**INSERT:**

Annex "G" Task Authorization Process and Form

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**AT PART 1 - GENERAL INFORMATION, 1.1 Introduction:**

**DELETE:**

The Annexes include the Statement of Work, the Basis of Payment, the Electronic Payment Instruments, the Federal Contractor's Program for Employment Equity – Certification, the Technical and Financial Evaluation and the Evaluation Grids.

**INSERT:**

The Annexes include the Statement of Work, the Basis of Payment, the Electronic Payment Instruments, the Federal Contractor's Program for Employment Equity – Certification, the Technical and Financial Evaluation, the Evaluation Grids and the Task Authorization Process and Form.

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**AT PART 1 - GENERAL INFORMATION, 1.2 Summary:**

**DELETE:**

The period of these SOs will be from the date of issuance until March 31, 2020 inclusively with the option to extend the period of the Standing Offers by up to three (3) additional one-year periods.

**INSERT:**

The period of these SOs will be from the date of issuance until **June 30, 2020** inclusively with the option to extend the period of the Standing Offers by up to three (3) additional one-year periods.

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**AT PART 3 - 3.1 Offer Preparation Instructions:**

**DELETE:**

Creative Samples (1 electronic copy on USB)

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**AT 7A STANDING OFFER:**

**DELETE 7.4.1 Period of the Standing Offer and replace with following:**

The period for making call-ups against the Standing Offer is from date of issuance to June 30, 2020.

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**AT ANNEX "G" (ADDED IN THIS AMENDMENT):**

**INSERT:**

**If the client chooses to include a Task Authorization process in their request for Call-Up, the following changes will be required in the Call-up document:**

**AT PART 7 – STANDING OFFER AND RESULTING CONTRACT CLAUSES:**

**AT 7A STANDING OFFER:**

**DELETE 7.8 Call-up Procedures and replace with following:**

The Contracting Authority will proceed as follows to issue Call-ups against a Standing Offer:

- (a) The Contracting Authority will ensure that a Production package request has been issued as required through the AdMIS system by the Program Authority.
- (b) The Contracting Authority will provide the Offeror with a Statement of Work(SOW) (similar to SOWs that are included in Request for Proposals) that describes a general overall scope of the work to be performed. For each individual Call-up against a Standing Offer, Offerors will be approached and considered as described in Article 6. The Offeror will be given a maximum of twenty-four (24) hours turnaround time to state its availability to provide the services within the project time frame, unless the requirement is deemed urgent by the Project Authority, in which case the turnaround time would be shorter.

- (c) Travel and living expenses incurred under a Call-up against a Standing Offer will be reimbursed provided that prior approval from the Contracting Authority and Project Authority was obtained and that the expenses are in accordance with National Joint Council Travel Directive.
- (d) The Offeror will be authorized by the Contracting Authority to proceed with the Work by the issuance of a Call-up against a Standing Offer and the approval of the individual TAs. The Task Authorization process is described in section 7.1.2.1.
- (e) The delivery deadlines as negotiated and specified in the Call-up against a Standing Offer document must be adhered to.
- (f) The Offeror shall not undertake any of the specified Work unless and until a Call-up against a Standing Offer is issued by the Contracting Authority and until a TA authorized by the Project Authority has been received by the Contractor.

**DELETE 7.11 Priority of Documents and replace with the following:**

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the call-up against the Standing Offer, including any annexes
- (b) the articles of the Standing Offer;
- (c) the general conditions 2005 (2017-06-21), General Conditions - Standing Offers - Goods or Services;
- (d) the general conditions 2035 (2016-04-04), General Conditions – Higher Complexity - Services;
- (e) Annex “A”, Statement of Work;
- (f) Annex “B”, Basis of Payment;
- (g) the signed Task Authorizations (including all of its annexes, if any);
- (h) the Offeror’s offer dated \_\_\_\_\_.

**AT 7B RESULTING CONTRACT CLAUSES:**

**DELETE 7.1 Statement of Work and replace with the following:**

**7.1 Statement of Work**

The Contractor must perform the Work described in the call-up against the Standing Offer.

**7.1.2 Task Authorization**

The Work or a portion of the Work to be performed under the Call-Up will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Call-Up.

**7.1.2.1 Task Authorization Process**

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex G.
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis (bases) and methods of payment as specified in the Call-Up.
3. The Contractor must provide the Project Authority, within three (3) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Call-Up.

4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

#### **7.1.2.2 Task Authorization Limit**

The Project Authority may authorize individual task authorizations up to a limit of **\$250,000.00**, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

#### **DELETE 7.4 Payment and replace with the following:**

#### **7.4 Payment**

##### **7.4.1 Basis of Payment**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

##### **7.4.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations**

1. Canada's total liability to the Contractor under the Call-Up for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ \_\_\_\_\_. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
  - (a) when it is 75 percent committed, or
  - (b) four (4) months before the call-up expiry date, or
  - (c) as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate call-up funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

##### **7.4.3 Method of Payment**

SACC Manual Clause H1008C (2008/05/12) – Monthly Payment

**Solicitation Number**  
EP361-180010/B

**AMD**  
001

**Buyer ID**  
CZ 002

#### **7.4.4 Electronic Payment of Invoices – Call-Up**

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);
- e. Wire Transfer (International Only);
- f. Large Value Transfer System (LVTS) (Over \$25M)

NOTE: List will be determined based on Offeror's selections in Annex "C" Electronic Payment Instruments.

**AT end of Annex "G, insert:**

**TASK AUTHORIZATION FORM**

All invoices/progress claims must show the reference Call-up and Task numbers. Toutes les factures doivent indiquer les numéros de la commande subséquente et de la tâche.		Call-up no. • No de la commande subséquente
Title of the task, if applicable • Titre de la tâche, s'il y a lieu		Total estimated cost of task (GST/HST extra) • Coût total estimatif de la tâche (TPS/TVH en sus)
TA revision no. • No de révision de l'AT	Increase/decrease • Augmentation/réduction	Previous value • Valeur précédente
To • À	<p><b>TO THE CONTRACTOR</b> You are requested to supply the following services in accordance with the terms of the above reference call-up. Only services included in the call-up shall be supplied against this task.</p> <p>Please advise the undersigned if the completion date cannot be met. Invoices/progress claims shall be prepared in accordance with the instructions set out in the call-up.</p> <p><b>À L'ENTREPRENEUR</b> Vous êtes priés de fournir les services suivants en conformité des termes de la commande subséquente mentionné ci-dessus. Seuls les services mentionnés dans la commande subséquente doivent être fournis à l'appui de cette demande.</p> <p>Prière d'aviser le signataire si la livraison ne peut se faire dans les délais prescrits. Les factures doivent être établies selon les instructions énoncées dans la commande subséquente.</p>	
Delivery location • Expédiez à		

**Start of the Work for a TA**

Work cannot commence until a TA has been authorized in accordance with the conditions of the call-up.

**Début des travaux pour l'AT**

Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément à la commande subséquente.

Task description of the work required • Description de tâche des travaux requis	See attached • Ci-joint <input type="checkbox"/>
Directives	See attached • Ci-joint <input type="checkbox"/>
Deliverables • Produits à livrer	See attached • Ci-joint <input type="checkbox"/>
Completion and submission dates • Dates d'achèvement et dates de livraison	See attached • Ci-joint <input type="checkbox"/>
TA revision description • Description de la révision de l'AT	See attached • Ci-joint <input type="checkbox"/>
Basis and method of payment • Base et méthode de paiement	



**Authorization(s)**

By signing this TA, the authorized Project Authority and/or the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the call-up.

The Project Authority’s authorization limit is identified in the call-up. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

**Autorisation(s)**

En apposant sa signature sur l’AT, le chargé de projet autorisé et/ou l’autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions de la commande subséquente.

La limite d’autorisation du chargé de projet est précisée dans la commande subséquente. Lorsque la valeur de l’AT et ses révisions dépasse cette limite, l’AT doit être transmise à l’autorité contractante de TPSGC pour autorisation.

Name and title of authorized Project Authority • Nom et titre du chargé de projet autorisé à signer	
Signature	Date
PWGSC Contracting Authority • Autorité contractante de TPSGC	
Signature	Date

**Contractor’s Signature • Signature de l’entrepreneur**

Name and title of individual authorized to sign for the Contractor • Nom et titre de la personne autorisée à signer au nom de l’entrepreneur	
Signature	Date

<input type="checkbox"/>	Estimate received from Contractor • Devis reçu de l’entrepreneur	See attached • Ci-joint	<input type="checkbox"/>
Date	Initials • Initiales		

<input type="checkbox"/>	Revised Estimate received from Contractor • Devis révisé reçu de l’entrepreneur	See attached • Ci-joint	<input type="checkbox"/>
Date	Initials • Initiales		

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

If your offer has already been submitted it can be modified by sending an amendment identified with file no. EP361-180010/B 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, Quebec, K1A 1C9.