



**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

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> Communication Marketing Management	
<b>Solicitation No. - N° de l'invitation</b> EN578-190375/B	<b>Date</b> 2018-06-11
<b>Client Reference No. - N° de référence du client</b> EN578-19-0375	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CX-011-74954
<b>File No. - N° de dossier</b> cx011.EN578-190375	<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 2018-06-28</b>	
<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT	
<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> Leblanc(CX Div.), Marc-Andre	<b>Buyer Id - Id de l'acheteur</b> cx011
<b>Telephone No. - N° de téléphone</b> (613) 990-6830 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Delivery Required - Livraison exigée</b> See Herein	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<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>



Item Article	Description	Dest. Code Dest.	Inv. Code Fact.	Qty Qté	U. of I. U. de D.	Unit Price/Prix unitaire FOB/FAM Destination	Plant/Usine	Delivery Req. Livraison Req.	Del. Offered Liv. offerte
2	Marketing Services	EN578	EN578	1	Each	\$	\$	See Herein	

## REQUEST FOR INFORMATION (RFI)

**Responses must be submitted by 2:00pm Eastern Daylight Savings Time on  
June 28, 2018**

### **TITLE: MARKETING SERVICES**

#### **1. PURPOSE AND NATURE OF THE REQUEST FOR INFORMATION (RFI)**

The Communications Procurement Directorate (CPD), part of the Commercial and Alternative Acquisitions Management Sector (CAAMS) of Acquisition Branch at Public Services and Procurement Canada (PSPC) **is requesting Industry feedback** regarding the implementation of Supply Arrangements for Marketing Services.

There are currently no procurement tools in place for Marketing Services. In order to fill this gap for these services, PSPC is planning to issue a Request for Supply Arrangement (RFSa).

By using a list of specific questions (see Section 7 of the RFI), the objectives of this RFI are to:

- Modernize procurement practices so that they are simpler, less administratively burdensome, deploy modern comptrollership, and include practices that support our economic policy goals, including green and social procurement;
- Solicit industry knowledge and expertise with regard to best practices that would increase the likelihood of a successful outcome for this project;
- Determine if industry is capable of e-procurement and e-bidding; and,
- Gather information to assist in the development of a Request for Supply Arrangement.

#### **NATURE OF REQUEST FOR INDUSTRY COMMENTS**

This RFI is neither a call for tender nor a Request for Proposal (RFP). No agreement or contract will be entered into based on this RFI. The issuance of this RFI is not to be considered in any way a commitment by the Government of Canada, nor as authority to potential respondents to undertake any work that could be charged to Canada. This RFI is not to be considered as a commitment to issue a subsequent solicitation or award contract(s) for the work described herein.

#### **NATURE AND FORMAT OF RESPONSES REQUESTED**

Respondents are encouraged to identify, in the information they share with Canada, any information that they feel is proprietary, third party or personal information. Please note that Canada may be obligated by law (e.g. in response to a request under the Access of Information and Privacy Act) to consider disclosing proprietary or commercially-sensitive information provided by respondent (for more information: <http://laws-lois.justice.gc.ca/eng/acts/a-1/>).

Participation in this RFI is encouraged, but is not mandatory. There will be no supplier list created as a result of this RFI. Similarly, participation in this RFI is not required for the participation in any potential subsequent solicitation.

The RFI closing date is **by 2:00 pm Eastern Daylight Savings time on June 28, 2018**. Information received before that date will be reviewed and considered when developing the Request for Supply Arrangement.

#### **RESPONSE COSTS**

Respondents will not be reimbursed for any cost incurred by participating in this RFI.

## 2. BACKGROUND INFORMATION

Through this Request for Information (RFI), the Government of Canada (GoC) is seeking feedback on the possible establishment of Supply Arrangements for Marketing Services.

In the GoC context, Marketing Services consist of the development of a marketing strategy aiming to enable the promotion of goods and services to a targeted audience to achieve a greater level of awareness or to get the audience to take action to achieve a goal or mission. The GoC requires the provision of a full range of marketing services on an “as and when requested basis”. In any resulting Supply Arrangement the Suppliers will be required to adhere to federal policies, guidelines, programs and practices on communications and publishing as referenced in the [Treasury Board Policy on Communications and Federal Identity](#).

Marketing Services will include the following:

- Programs, services and benefits marketing: to better inform and engage the audience, to help drive results in uptake and impact;
- Social marketing: to effect change in attitudes and behaviours;
- Engagement marketing: to promote engagements, consultations, events, etc.;
- Experiential marketing: to market a product or a service through experiences that directly engage the audience; and
- Recruitment marketing: to find, attract and engage job seekers.

A resulting RFSA for Marketing Services would exclude the following:

- Paid advertising services, defined as: any message conveyed in Canada or abroad and paid for by the government for placement in media;
- Public opinion research, defined as: systematic collection, by or for the GoC, of opinion-based information of any target audience using quantitative or qualitative methods and techniques;
- Video production services; and
- Professional services.

An amendment to this RFI containing the draft Statement of Work (SOW) for industry feedback may be included at a later date.

Should an RFSA be published and Supply Arrangements (SAs) be issued, PSPC anticipates that the SAs would be valid for an initial period of two (2) years commencing from the date of SA issuance with an irrevocable option on the part of Canada to extend the period of any resulting SA by a yet to-be-determined number of additional two (2) year periods. Additionally, the RFSA could be “refreshed” every two (2) years to allow the submission of bids and issuance of SAs to additional suppliers who did not submit or that did not qualify during the initial RFSA period.

## 3. POTENTIAL WORK SCOPE AND CONSTRAINTS

If a follow-on solicitation occurs, it would be posted on BuyandSell.gc.ca in the form of a Request for Supply Arrangement (RFSA).

As the procurement of Marketing Services by governments is exempted under international trade agreements, the [Policy on Canadian Content](#) applies and therefore any resulting procurement activity would be solely limited to suppliers who could offer Canadian goods and/or services.

## 4. LEGISLATION, TRADE AGREEMENTS AND GOVERNMENT POLICIES

The following is some of the legislation, trade agreements and government policies that could impact any follow-on solicitation(s):

- a) [Comprehensive Land Claim Agreements \(CLCAs\)](#)
- b) [Procurement Strategy for Aboriginal Businesses \(PSABs\)](#)
- c) [Canadian Content Policy](#)
- d) [Policy on Government Security](#)
- e) [The Privacy Act](#)
- f) [Directive on Official Languages for Communications and Services](#)
- g) [Directive on Travel, Hospitality, Conference and Event Expenditures](#)
- h) [Policy on the Management of Information Technology](#)

## 5. ENQUIRIES

Respondents with questions regarding this RFI may direct their enquiries to:

**Name:** Marc-André Leblanc  
**Title:** Senior Supply Officer  
**Communication Procurement Directorate**  
**Acquisitions Branch**  
**Public Services and Procurement Canada**  
**Address:** 360 Albert Street, 12<sup>th</sup> Floor  
Ottawa, Ontario K1A 0S5  
**Telephone:** (613) 949-1285  
**Facsimile:** (613) 991-5870  
**E-mail:** [TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca)

Because this is not a bid solicitation, Canada may publish additional questions for the purposes of gaining additional information. Canada asks Respondents to visit [Buyandsell.gc.ca](http://Buyandsell.gc.ca) regularly to check for changes, if any.

## 6. NATURE OF RESPONSES

**Time and Place for Submission of Responses:** Suppliers interested in providing information to the specific questions listed in Section 7 should send the responses directly to the contact identified in Section 7 Enquiries, by the time and date indicated on page 1 of this RFI. Responses can be submitted by mail, by fax or by email.

Respondents are at their own discretion in this regard, but Canada is seeking relevant information, simply and directly stated, in order to avoid undue work by respondents and undue effort by Canada to analyze the results.

Responses from potential suppliers to this RFI will assist Canada in formulating any possible procurement strategy to meet Canadas business and operational requirements.

Respondents are requested to provide comments, concerns, and suggestions.

Only written responses, submitted by either mail, fax or e-mail will be accepted.

Respondents should explain any assumptions they make in their responses.

Canada may, in its discretion, contact any respondents to follow up with additional questions or for clarification of any aspect of a response. Canada reserves the right to invite any or all respondents to present their submissions to this RFI.

## 7. QUESTIONS

- a) Is the distinction between included and excluded services with regards to Marketing Services clear?
- b) How does the provided definition of Marketing Services align with your firm's understanding of the same?
- c) Is your firm capable of providing all five main types of Marketing Services included in the above definition?
- d) Would your firm have any interest in participating in one-on-one meetings with PSPC to further discuss the nature of this requirement?
- e) Does your firm have prior experience in providing Marketing Services to the Government of Canada?
- f) Do you have recommendations which would result in Supply Arrangements being more efficient?
- g) Which environmental initiatives have been implemented by your organization, and which ones are you planning to implement in the near future (recycling/reusing initiatives, green travel, etc.?) What document could you provide us to demonstrate your firm's efforts on environmental issues?
- h) In regards to environmental standards, what would you suggest we include as criteria in the solicitation process?
- i) Does your organization conform to recognize to environmental standards such as ENERGY STAR, or others? Please explain and specify.
- j) PSPC is considering a separate stream or RFSA for aboriginally owned companies, to utilize when a requirement is deemed to have the [Procurement Strategy for Aboriginal Business](#) applied. Please advise us if your firm would qualify for this.
- k) What other socio economic groupings or identifiers could be considered for additional streams or evaluation criteria under a future Request for Supply Arrangement?
- l) Are there restrictions or system issues that would prevent your firm from accepting Requests for Proposals electronically? If yes, please explain thoroughly.
- m) Are there restrictions or system issues that would prevent your firm from submitting offers electronically or for example through systems such as e-post? If yes, please explain thoroughly.
- n) CPD is interested in forming a Consultative community of practise for creative communication commodities. Is there a need, and what would be some topics of interest and best forum to solicit the feedback?
- o) Is there any other information or recommendations that should be considered?

## 8. REFERENCES

- [Procurement Strategy for Aboriginal Business - Booklet](#) (from Indigenous and Northern Affairs Canada)
- [Eligibility for Aboriginal Procurement Set Aside](#)
- [Aboriginal Business Directory](#)