



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM 1

NRFP DC-JW-04 UK Media Monitoring and Measurement Services

Close Date/Time:

July 31, 2018
14:00 hours
Pacific Time

<u>Issue Date:</u>	July 18, 2018	<u>From:</u>	CTC Procurement
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below are answers to questions submitted in regards to the above noted NRFP as of July 9, 2018.

- Q1. As part of social media monitoring, the NRFP mentions 100 channels / outlets. Please clarify DC's definition of social media channels. Does this include blog sites?

Answer: The Contractor is required to monitor up to 100 social media outlets across three (3) specific channels: Facebook, Twitter, and Instagram. Earned content on blog sites is considered a digital article and is measured as digital reach. If an earned blog post received additional amplification through social media channels, it would be measured as social reach.

- Q2. With regards to the measurement reporting, the NRFP asks that all pieces of coverage are analysed for tonality / sentiment. Would this include the sites that have massive outputs, but have limited characters, such as Twitter, Instagram and Pinterest?

Answer: Yes, if a piece of earned content were shared on social channels, the Contractor is required to analyse the tonality/sentiment. Please note DC does not monitor Pinterest and the Contractor is not be required to monitor this channel.

- Q3. The NRFP mentions "DC is constrained by a limited budget." Please confirm the budget for the UK media monitoring and measurement services.

Answer: What we mean by this statement is that as a Crown Corporation, we operate on taxpayers dollars and for this reason, we are constrained by a limited budget.

- Q4. We supply hard print editorial content 'press clippings' via a third party provider; therefore, there will be two contracting parties. Is it possible for DC to sign two contracts?

Answer: DC understands that proponents may subcontract out portions of the scope of work. However, the proponent is responsible for directly contracting with the third party for the services. DC will not enter into a separate contract with the third party.

However, please note that we do not require hard copies of clippings. Digital copies of print coverage will suffice in addition to the associated KPIs as defined in Appendix 6 Measurement Reporting Guideline of the NRFP.

Q5. Please elaborate on the keywords to track for in hard print editorial 'press clippings'. Is it possible to provide a list of the keywords to be tracked?

Answer: DC will not provide a list of key words at this stage, as they may not reflect the list that is relevant at the time of contract award. However, please note that we do not require hard copies of clippings. Digital copies of print coverage will suffice in addition to the associated KPIs as defined in the NRFP.

Q6. Can companies from outside Canada can apply for this, like, from India or USA?

Answer: The RFSQ is open to all proponents that comply with the mandatory criteria set out in Section D of the NRFP.

Q7. Do we need to come over there for meetings?

Answer: In person meetings are not required as part of the evaluation or conducting the services.

Q8. Can we perform the tasks related to the NRFP from outside Canada, like from India or USA?

Answer: Yes, the NRFP does not specify that the Contractor be located in a specific geographical location.

Q9. Can we submit the proposals via email?

Answer: Please refer to Section B.3 Proposal Submission, Intentions, and Questions Instructions of the RFSQ document.

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time ("Closing Time") of 14:00 hours PT, July 31, 2018.

Q10. Regarding print monitoring, is DC requesting global coverage, or national coverage in the UK?

Answer: The Contractor is required to provide coverage in the UK only.

Q11. Can DC provide an example of a current monthly report in order to get a better understanding on what KPIs are to be included?

Answer: The KPIs can be found in Appendix 6 Measurement Reporting Guideline of the NRFP. DC will not provide an example of the current reporting at this time.

Q12. Will DC contract a provider who is not an official partner to Twitter (Gnip)?

Answer: Being an official partner to Twitter is not a mandatory requirement.

Q13. Is DC interested in understanding how editorial media circulate on social media?

Answer: Understanding how editorial media circulates on social media is not a requirement of this NRFP. Proponents are welcome to provide this insight if they feel it be of benefit to DC.

Q14. Regarding the requirement that "In the event of an emergency or crisis flagged by DC, [the Contractor will] provide around the clock (24 hours a day, seven (7) days a week until necessary) media monitoring services", please confirm that automated alerts of media coverage, as opposed to 24/7 availability of supplier personnel, would meet this requirement.

Answer: Automated alerts of media coverage is sufficient, so long as an emergency line or point of contact is available in a timely manner for DC to contact to set up automated alerts and monitoring pertaining to the emergency at hand.

Q15. Regarding the requirement that “One (1) monthly media monitoring and measurement report [is] submitted [by the Contractor] within two (2) business days following month end”, turnaround times for monthly analysis reports are a minimum of 5 business days to allow for proper analysis and inclusion of relevant content. Please confirm that your requirements can be met by applying a “cut off” of the media to be covered by the report several days before each month end?

Answer: DC requires a full monthly media monitoring and measurement report. For this reason, a cut off date prior to month end is unacceptable. Alternatively, DC will revise the report deadline to five (5) business days following month end. See the below amendment to the NRFP.

Q16. Could you please provide guidance of the budget allocated for the requested services?

Answer: DC is not at liberty to disclose the budget allocated for this service at this time.

Q17. Could you please advise us of the location of DC’s main point of contact that will be managing this service?

Answer: DC’s main point of contact managing this service is based in London, England.

Q18. Please note that in order to receive UK print and broadcast media content, the recipient of the media monitoring services (DC) is required to hold (and pay for) a copyright licence issued by the Newspaper Licensing Agency (NLA). The NLA does not allow media monitoring companies to obtain these licences themselves (including on behalf of their clients), and instead requires all media monitoring clients to obtain licences directly. DC will therefore need to work with the NLA in order to obtain this licence, although we can provide you with some assistance in this process. Please confirm that you are aware of this situation and have the ability to secure the required licence.

Answer: DC is aware of this situation and currently holds the NLA licence.

Q19. How many end readers will receive the monitored content? Please keep in mind that the NLA prices its copyright licences on a “per publication” and “per end reader” basis.

Answer: The number of readers depends on the subject matter of the coverage. Readership would be up to 30 people.

The following is an amendment to the requirements of the above noted NRFP.

Section C.4 Reports Schedule is amended as follows:

C.4 Reports Schedule

The Contractor is responsible for submitting reports as required by DC, this could include up to:

- 10 media monitoring and measurement reports per year on project or campaign-specific activities. Timing to be determined by DC.
- One (1) daily media monitoring report submitted on or before 8:30 AM GMT.
- One (1) monthly media monitoring and measurement report submitted within five (5) business days following month end.
- One (1) annual media monitoring and measurement report submitted within one (1) month of calendar year end.