



## RETURN BIDS TO:

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Bid Receiving - PWGSC / Réception des soumissions -  
TPSGC

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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> Audio Visual Production Services	
<b>Solicitation No. - N° de l'invitation</b> U1400-187221/A	<b>Amendment No. - N° modif.</b> 002
<b>Client Reference No. - N° de référence du client</b> U1400-18-7221	<b>Date</b> 2018-10-09
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-024-75553	
<b>File No. - N° de dossier</b> cx024.U1400-187221	<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 2018-10-18</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 checked="" type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Lavigne (cx024), Pierre	<b>Buyer Id - Id de l'acheteur</b> cx024
<b>Telephone No. - N° de téléphone</b> (613) 990-3140 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>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</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>

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

### **Amendment to solicitation 002**

**This Amendment to solicitation is to answer questions from bidders and Amend Attachment 1 to the Part 3 – Pricing Schedule**

**A- Questions and Answers**

**B- Amend to Attachment 1 to Part 3**

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#### **A - Questions and Answers**

##### **Question 9**

Does the ISED have a desired number of animated and live action videos?

##### **Answer 9**

As per section M.2: "The Bidder must demonstrate its experience in producing videos by submitting a demo of three (3) video production samples"

For evaluation purposes only live action videos are requested.

##### **Question 10**

Will the ISED provide scripts for all videos (both animated and live action) or is the contractor required to develop some scripts or creative concepts? If so, would a documentary-style approach to the live action videos be acceptable?

##### **Answer 10**

ISED will provide all written scripts

##### **Question 11**

Can you provide some examples of the government properties the ISED would allow our crew to access? Would this be the department itself?

##### **Answer 11**

Any properties requiring access by the contractor will be determined on a case-by-case basis, and may include, but are not limited to, properties occupied by ISED.

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

### Question 12

Can you provide more details about what the content of the animated and live action videos will entail? Will it be more technical information surrounding laws and regulations, or are the videos meant to encourage Canadians to access the ISED's programs and services?

### Answer 12

Content of live action videos produced can vary, and will be determined on a case-by-case basis. For evaluation purposes only live action videos are requested

### Question 13

Does the company have to offer you all the services required in the call for tenders, or can it work in collaboration with a subcontractor to do this? If this practice is accepted, what information do you need in the tender?

### Answer 13

Once a Bidder is successful and contract is awarded, it can subcontract work assigned under the contract as it is a normal practice in this industry. In order to qualify as a Bidder, however, the demonstrated experience needs to come from the Bidder themselves.

### Question 14

Will there only be one successful supplier awarded? If not, how many suppliers will be awarded for this arrangement?

**Answer 14:** Yes one supplier.

### Question 15

The SOW identifies that both Animated and Live-action Video are required. However, much of the evaluation criteria seems to be geared to Live-Action Video (for example: M.1: Shot list, shooting and M2: lighting, camera angles, body language). Should animated videos also be submitted as samples for evaluation? If so, how will animated videos be evaluated? Would you prefer 2 Live Action samples and 1 Animated sample?

M1.

b) a description of each video for external clients:

- a. date
- b. project title
- c. name of client organization
- d. tasks performed that must include

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

shooting script,  
shot list,  
pre-interviews,  
pre-production storyboards,  
shooting,  
editing,  
final product

M2.

Each video sample must demonstrate:

1. use of lighting,
2. camera angles,
3. graphics,
4. sound,
5. music,
6. effective use of treatment,
7. script,
8. language (both body and spoken), and
9. editing techniques.

#### **Answer 15**

For evaluation purposes only live action videos are requested.

#### **Question 16**

Quel est le nombre prévu de vidéos à réaliser annuellement?

#### **Answer 16**

We have estimated up to 5 video productions in the RFP. However, we reserve the right to add to that number as required by the workload.

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

### Question 17

In section 4.1.1.1 Mandatory Technical Criteria, it is unclear whether we can include animation projects on our video project list (M.1 Experience of the Firm), and in our samples (M.2 Video Production Samples). Some of the tasks that you are mentioning for the video projects (M.1 b)) and the video samples (M.2) are not applicable to animation (I'm thinking of "pre-interviews" or "use of lighting" for instance). Can you clarify if we can include animation videos in our proposal?

We've been disqualified in the past for using projects in the project list that didn't demonstrate all of the tasks that you are mentioning, and we wouldn't want to do the same mistake this time.

### Answer 17

For evaluation purposes only live action videos are requested.

### Questions 18

Attachment 1 page 10-14 Pricing Schedule

Column 1 -Firm fixed all inclusive rate - is this the per hour? Column 3 Total Evaluated Price – is this Column 1 x Column 2= total evaluated price before HST.

If not, what is the definition of the Total Evaluated Price. The total evaluated price is the total of all the production line costs.

### Answer 18

Yes

### Question 19

Page 17 M1 Experience of the Firm –a) Do the 5 videos also need to be valued at \$5,000- \$25,000 or can they be any value b)-d. tasks performed – are you looking for us to include scripts, shot lists in the submission? How do you demonstrate shooting and editing along with pre-interviews? OR are you looking for us to just check off that the project had these tasks performed.

### Answer 19

- a) Any value
- b) As stated in M1, the Bidder must provide a description of each video for external clients:
  - a. date
  - b. project title
  - c. name of client organization

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

d. tasks performed that must include

shooting script,  
shot list,  
pre-interviews,  
pre-production storyboards,  
shooting,  
editing,  
final product

#### **Question 20**

Page 18 M.2 Video Production Samples– Can the 3 videos productions be the same as M.1 Quality of Video Production Samples Provided?

#### **Answer 20**

Yes, videos submitted under M.1 can also be submitted under M.2

#### **Question 21**

Page 33 Annex A 6. b) - are storyboards required, or could style guides be substituted? In pricing schedule these are not included in categories of service. Can you define what you mean by motion graphics i.e. a rough draft of characters?

Annex A 6. e) – can you clarify what up to five waves of each rough cut means?

#### **Answer 21**

Elements required by the project authority will vary by project, and will be include in the Task authorization issued

Waves would refer to each submission of a rough cut to the Project Authority by the contractor, feedback being provided, and changes being made by the contractor before resubmission for the next wave of feedback/changes

#### **Question 22**

Page 34 Annex A 7. Department responsibilities – will client be writing all scripts? If not, should we have script writing line as part of the pricing schedule – Attachment 1?

#### **Answer 22**

ISED will provide all written scripts

#### **Question 23**

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

## Page 7 – 2.6 Improvement of Requirement During Solicitation Period

We would like to request that the term storyboards not be used as a deliverable item throughout the solicitation. We feel from a competitive perspective this is a highly subjective term and could create big variables in submissions from suppliers. We also think that if successful, it could create confusion around deliverables with the client and supplier. We would like to suggest that it be replaced with Creative Concept, including a style guide. Failing this, please define the client's expectations on this deliverable.

### Answer 23

Storyboards will remain unchanged.

### Question 24

We realize that the Annex B is for evaluation purposes but believe that it should reflect breakdowns that are used in our industry. We do not quote or pay people / resources by "the hour". Costing breakdowns are based on day or half day rates - across the country. Can this be revised?

Our question would be then how long is a day expected to be - 10 hours? 12 hours? This is needed to know how people are breaking down a day rate to an hourly rate. Because we really do deal with day rates not hourly rates.

### Answer 24

Annex B will be filled out at contract award with the winning bidder. Attachment 1 to Part 3 is for the Bidder to complete. For evaluation purposes a work day equals to 8 hours of work. Please see Part B of the Amendment.

### Question 25

Is there is a total project budget known at this time, if not do you have a budget range in mind?

### Answer 25

The value of the contract will be revealed when the contract is awarded, following the evaluation process.

### Question 26

For the sample videos that you'd like to see as part of our proposal, do they have to be videos that were individually budgeted between 5,000 and 25,000 or is there some leniency on that requirement? As part of our groups dedication to give people the absolute best product for their money we have a number of projects that if made by other companies would be valued far higher than what we charged for them. Meaning a 2,500 video in our portfolio is likely at the quality level you'd expect from a 5,000 dollar video and we'd love to be able to show you those projects.

### Answer 26

Each video sample must have been completed by the Bidder under a contract for an external client; and have had a total production cost between \$5,000.00 and \$25,000.00 (GST/HST extra).

Solicitation No. - N° de l'invitation  
U1400-187221/A  
Client Ref. No. - N° de réf. du client  
U1400-187221

Amd. No. - N° de la modif.  
002  
File No. - N° du dossier  
CX024. U1400-187221

Buyer ID - Id de l'acheteur  
CX024  
CCC No./N° CCC - FMS No./N° VME

#### **Question 27**

I understand that these videos are to be partly animated - is this referring to motion graphics animation or do you have a specific style of animation in mind. If so, would we be able to see an example of what you are looking for on the animation front?

#### **Answer 27**

Videos produced under the contract may include motion graphics. For evaluation purposes only live action videos are requested.

#### **Question 28**

Is the proposal to be submitted in English or French (or both)?

#### **Answer 28**

You can submit your proposal in the language of your choice.

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#### **B- Amend to Attachment 1 to Part 3**

##### **1. At Attachment 1 to Part 3**

##### **Add the following:**

For evaluation purposes a work day equals to 8 hours of work.

**\*\* ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION REMAIN UNCHANGED \*\***