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K1A 0S5

Bid Fax: (819) 997-9776

**Revision to a Request for Supply
Arrangement - Révision à une demande
pour un arrangement en matière
d'approvisionnement**

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

Title - Sujet Communication Marketing Management	
Solicitation No. - N° de l'invitation EN578-190375/D	Date 2018-11-22
Client Reference No. - N° de référence du client EN578-19-0375	Amendment No. - N° modif. 004
File No. - N° de dossier cx011.EN578-190375	CCC No./N° CCC - FMS No./N° VME
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-011-75785	
Date of Original Request for Supply Arrangement 2018-11-07 Date de demande pour un arrangement en matière d'app. originale	
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2018-12-04	Time Zone Fuseau horaire Eastern Standard Time EST
Address Enquiries to: - Adresser toutes questions à: Leblanc(CX Div.), Marc-Andre	Buyer Id - Id de l'acheteur cx011
Telephone No. - N° de téléphone (613) 998-1966 ()	FAX No. - N° de FAX () -
Delivery Required - Livraison exigée	
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	
Security - Sécurité This revision does not change the security requirements of the solicitation. Cette révision ne change pas les besoins en matière de sécurité de l'invitation.	

Instructions: See Herein

Instructions: Voir aux présentes

Acknowledgement copy required Accusé de réception requis	Yes - Oui <input type="checkbox"/>	No - Non <input type="checkbox"/>
The Offeror hereby acknowledges this revision to its Offer. Le proposant constate, par la présente, cette révision à son offre.		
Signature	Date	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
For the Minister - Pour le Ministre		

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This Amendment 004 is issued to publish questions received from the industry and the answers. Amendment 003 should be disregarded.

Questions and Answers:

Question 6:

In M.2, the RFSA document states that the firm's assigned portion of the overall budget for the project examples it provides must be at least \$100,000 excluding applicable taxes. We are requesting that you lower this amount. Our organization was created to provide exactly the "public sector marketing" services you are seeking, which we have been doing successfully for 14 years specifically with government clients. The vast majority of our strategic marketing consulting projects fall in the \$60K-\$80K [proprietary] range in large part due to efficiencies that we have implemented over the years, which allow us to have very competitive pricing and the ability to provide tremendous value. It would seem unfair to exclude bidder projects that could very well be providing more value than other bidder examples simply because our fees were more competitive. It is our opinion that marketing projects should be evaluated based on value, client satisfaction, and results as opposed to how much they cost. We are also a "centre of excellence" and this has prompted us to keep our prices low in order to support our positioning as a publicly oriented centre that is highly affordable. The bottom line is that we strongly urge reconsideration of this amount.

Answer 6:

The Government of Canada requires the services of firms with experience in managing marketing projects that have budgets similar to those it commonly undertakes. Supply Arrangement holders could be tasked with requirements valued at up to \$2M as a result of this procurement tool. In the interest of enhancing competition, the following change will be made to mandatory criterion M.2:

In Part 4 – Evaluation Procedures and Basis of Selection, under M.2 Marketing Projects, **DELETE:**

Each of the proposed marketing projects must demonstrate the following experience: The project start date must have been after September 1, 2013; and The firm's assigned portion of the overall budget must have been at least \$100,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);

REPLACE WITH:

Each of the proposed marketing projects must demonstrate the following experience: The project start date must have been after September 1, 2013; and The firm's assigned portion of the overall budget must have been at least \$25,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes)

For one (1) of the proposed marketing projects, the firm's assigned portion of the overall budget must have been at least \$100,000.00.

In Annex D – Evaluation Grid for Request for Supply Arrangement (RFSA), under M.2 Marketing Projects, **DELETE:**

Each of the proposed marketing projects must demonstrate the following experience:

*The project start date must have been after September 1, 2013; and
The firm's assigned portion of the overall budget must have been at least \$100,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);*

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REPLACE WITH:

Each of the proposed marketing projects must demonstrate the following experience:

The project start date must have been after September 1, 2013; and

The firm's assigned portion of the overall budget must have been at least \$25,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);

For one (1) of the proposed marketing projects, the firm's assigned portion of the overall budget must have been at least \$100,000.00.

Question 7:

For R.2, would you be open to allowing the examples of "provision of partnership services" to be from marketing projects outside of the M.2 marketing projects? We do a great deal of national, provincial and municipal partnership strategy and implementation work, however for obvious reasons these are stand-alone contracts dedicated to partnerships as opposed to being an add-on to a large catch-all marketing project.

Answer 7:

As this supply arrangement will be for the provision of marketing services which will sometimes include the provision of partnership services, this criterion will remain unchanged.

Question 8:

For R.3, would a public-school board client attain full points (i.e. 100)?

Answer 8:

Public school boards are public bodies that perform a function of government and therefore would constitute an acceptable client for this criteria.

Question 9:

For R.3 on page 39 of the RFSA there seems to be an incorrect placement of the following statement "A plan for materials/equipment sourcing". Please provide the text that should be there in its place.

Answer 9:

In Annex D – Evaluation Grid for Request for Supply Arrangement (RFSA), under R.3 Public Sector Experience of the Firm, **DELETE:**

A plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy); and

REPLACE WITH:

At least one municipal, provincial or federal client

Question 10:

For R.4, can you provide more detail (i.e. content and length expectation) as to the following items:

- A plan for energy sourcing
- A plan for materials/equipment sourcing
- A plan for transportation logistics

Answer 10:

R.4 Environmental Considerations in Part 4 – Evaluation Procedures and Basis of Selection describes the information required in the bidder's environmental mission statement. There is no

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stipulation with regards to the length of the mission statement, provided that it responds to the points listed in the criteria.

Question 11:

Regarding the Letters of Reference – How will you be evaluating these and how much weight do they hold?

Answer 11:

Mandatory Criteria M.2 MARKETING PROJECTS states the required content of the reference letters. As they are part of a mandatory criteria, their provision is mandatory. These reference letters will not be subject to the point-rated evaluation criteria.

Question 12:

-The first statement, highlighted in bold, could be taken to mean that each case study must include two of the five listed marketing types.

-The second bolded statement then seems to say that each case study can highlight one or more of the types of marketing services.

We are assuming that an agency must show a proficiency in at least two of the five marketing services and that each of the case studies need only reflect one of the marketing services.

Could you confirm that this is the correct interpretation?

At a minimum, two (2) of the following types of marketing services, as defined in Annex A Statement of Work, must have been provided in any of the proposed marketing projects:

- *marketing of programs, goods or services;*
- *social marketing;*
- *engagement marketing;*
- *experiential marketing; or*
- *recruitment marketing.*

A proposed marketing project can be used to demonstrate one or more of the five (5) types of marketing services listed above, provided the services provided meet the definitions listed in Section 1 Background of Annex A Statement of Work.

Answer 12:

This interpretation of this criteria is correct.

END OF AMENDMENT 004