



RFP-CMIP21201903 Amendment No. 2: To the Tender Documents 2019/20 Digital Media Buy

Amendment Date: March 1, 2019

To all Proponents:

The Purpose of this Amendment is to address the following questions:

1. Whether companies from Outside Canada can apply for this? (like, from India or USA)

Yes.

2. Whether we need to come over there for meetings?

CMI would prefer a face-to-face meeting for project kick-off. Subsequent meetings may occur by telephone or videoconference.

3. Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)

Yes.

4. Can we submit the proposals via email?

No.

5. Please clarify if the RFP is only seeking paid search services or is it in addition to digital media buys on social and other digital media?

CMI is seeking services for a digital media buy that would include Paid Search, Paid Social, Display and Video.

6. Could please share the conference code for the same?

Please see Amendment 1.

7. Will CMI provide historical figures for onsite visitation and web visitations?

Yes – CMI will provide unique website and onsite visitation numbers to the successful proponent.

8. CMI provides onsite visitation numbers through its corporate reports. Based on this information, is the 5% increase in visitation for unpaid or paid visitors?

5% paid visitation and online (unique web) visitation.

9. Is the intent of this project to increase visitation to the Museum?

Yes, increase by 5%.

10. Is there an expectation that proponents provide a budget breakdown / budget split? Should the split be between exhibits and seasonal buy?

Yes, CMI requires a high level budget breakdown to showcase portion of budget going towards overall brand campaign versus temporary exhibit, *Family Bonds and Belonging* as well as by media type. CMI will work with the successful candidate to determine actual spends. High level breakdown between campaigns, fees etc. CMI understands that the final allocation of the media buy by tactics will be developed after consultation and shared past data.

11. What type of website tracking do you use?

CMI actively uses Google Analytics to track campaigns as well as Pixel placements

12. Would CMI be open to install more pixel?

Yes, pending it configures with the existing website.

13. Does CMI have local Google Business accounts?

Yes.

14. Does CMI have a list of emails? If so, how large is it?

CMI does have a list of emails however it is not used for advertising. The list is strictly for ongoing newsletter communications.

15. In terms of the scope, does this include broadcast and media digital forms, out of home and podcasts etc?

Any digital out of home tactics are handled internally by the CMI team. Anything else that is digital or online based would be considered in scope for this project.

16. When is the deadline for questions?

Proponents shall provide questions no later than end of day March 12, 2019. Questions provided after that time may not be answered. Answers to questions shall be posted as an amendment under the tender on buyandsell.gc.ca.

17. Someone from your team mentioned possible/probable in-person meetings in Halifax. Do we have to include travel expenses in our proposal (within the 120K budget) or is travel covered but the Museum?

Any travel fees must be included within your budget breakdown within the \$120K budget.

18. Should we need to include all travel expenses, how many in-person meetings are organized during the 12 month period?

One.

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