



**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**

**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> Agency of Record	
<b>Solicitation No. - N° de l'invitation</b> EP361-191751/B	<b>Amendment No. - N° modif.</b> 005
<b>Client Reference No. - N° de référence du client</b> EP361-19-1751	<b>Date</b> 2019-05-16
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-76931	
<b>File No. - N° de dossier</b> cz002.EP361-191751	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-05-28</b>	<b>Time Zone Fuseau horaire</b> Eastern Standard Time EST
<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> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction: 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 Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

The reason for this amendment is to make a revision to the RFP and to include additional bidder's questions and answers.

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**AT ANNEX "E", PART 1 – Media Planning and Strategizing, Column "E" – Hours (for evaluation purposes):**

**DELETE: 6,000**

**INSERT: 30,000**

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**Question 20: Referencing "PART 3 – Charts and Tables on GC Advertising Volume", are you able to provide estimated 2020 advertising spend?**

**Answer 20:** No, we cannot.

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**Question 21: Referencing "ANNEX H - RFP SUBMISSION FORM / SUBCONTRACTOR INFORMATION & ANNEX E - PART 1 – 7 FINANCIAL PROPOSAL SUBMISSION FORM?", are the subcontractor expenses listed in Annex H, Table 3 to be viewed as incremental fees that are billed over and above the base fee defined in Annex E - Parts 1 – 7 in the Financial Proposal Submission Form?**

**Answer 21:** No, these should not be viewed as incremental fees. This is for bidders to indicate if subcontractors will be used to provide the services described in ANNEX "A" STATEMENT OF WORK (SOW). All services described in the SOW will be remunerated in accordance with ANNEX "B" BASIS OF PAYMENT. ANNEX "H", Table 3, should be completed, as required, indicating the portion of the work to be performed by the subcontractor(s) in column C using SOW references, i.e. the number(s) associated to related section(s) of the SOW.

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**Question 22: Referencing "ANNEX E - PART 2 FINANCIAL PROPOSAL SUBMISSION FORM - DSP", does your GC DMP solution currently support audience segment creation and activation directly into digital channels?**

**Answer 22:** No, it doesn't. The current DMP solution didn't include this requirement, and this Request for Proposals doesn't include it either. The DMP's role is to be a dashboarding and reporting system or platform on government digital advertising activities. Data collected is strictly to report on ad delivery. There is no requirement for audience management, i.e. integration of ad server tags on government websites, creation of audience profiles using data from government advertising for retargeting of subsequent government advertising. Website traffic and conversions (when tracked) from government advertising are generally tracked through website analytics platforms using UTM codes, i.e. mainly Adobe Analytics and Google Analytics. The Government of Canada is subject to the Privacy Act and government privacy policies, which must be taken into account when implementing government advertising.

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**Question 23: Referencing "ANNEX E - PART 4 FINANCIAL PROPOSAL SUBMISSION FORM- Ad Serving Hosted by AOR - Tracking Clicks and Impressions", the technology partner pass through ad server rates would differ in file size tiers to those that appear in the current table. Do we have an opportunity to adjust this within the RFP submission?**

**Answer 23:** Yes; however, the bid solicitation must be structure to enable bids to be evaluated on equal terms. Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, they may submit suggestions in accordance with section 2.6 Improvement of Requirement During Solicitation Period.

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**Question 24: Referencing “ANNEX E - PART 5 FINANCIAL PROPOSAL SUBMISSION FORM- Ad Verification Technology”,** the ad verification technology partner pass through rates are defined by creative with a) Mobile/Display and b) Video. Do we have an opportunity to adjust the table to reflect this?

**Answer 24:** Same answer as Question 23 above.

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**Question 25: Referencing “ANNEX E - PART 1 FINANCIAL PROPOSAL SUBMISSION FORM - Media Planning and Strategizing”,** can you please confirm if the cumulative hours of 6,000 can be adjusted in accordance to our staffing plan to perform the services requested in the RFP?

**Answer 25:** The cumulative hours of 6,000 is an error. This will be corrected in a subsequent amendment. This should have indicated 30,000. Note that estimated volumes for the life of the contract where indicated will be used for evaluation purposes. These figures should not be changed by bidders in their proposal submission. The bid solicitation must be structured to enable bids to be evaluated on equal terms and these figures are intended for that purpose.

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**Question 26: Referencing “ANNEX E - PART 2 FINANCIAL PROPOSAL SUBMISSION FORM - All AOR Resources and Time”,** we have noted the cumulative billings of \$150m over 5 years. Can you please confirm if this figure is not to be modified in our proposal submission?

**Answer 26:** We confirm that bidders should not modify this figure in their proposal submission. As indicated in the response to Question 25, the bid solicitation must be structure to enable bids to be evaluated on equal terms. Figures in columns indicating “for evaluation purposes” are intended for this purpose and should not be modified.

**ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.**