



**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> AAFC Buy Canadian	
<b>Solicitation No. - N° de l'invitation</b> 01B68-200788/A	<b>Amendment No. - N° modif.</b> 002
<b>Client Reference No. - N° de référence du client</b> 01B68-20-0788	<b>Date</b> 2020-01-23
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-78355	
<b>File No. - N° de dossier</b> cz002.01B68-200788	<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 2020-02-18</b>	<b>Time Zone</b> <b>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:</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>

The reason for this amendment is to revise R1. Experience of the Bidder of the Point Rated Technical Criteria. Only one campaign is to be submitted in response to R1.

DELETE R1 and replace with the following:

### R1. EXPERIENCE OF THE BIDDER

The example of the national, bilingual, integrated multi-media advertising and marketing campaign with a campaign budget of \$1M or more referenced in M1 where the Bidder provided strategic, creative and production execution over the last four (4) years preceding the bid closing date will be evaluated under this rated requirement.

Provide context of the campaign, the client, objectives, audience, timing and specific challenges related to the initiative.

Explain how you determined your strategy and briefly what it was. Include:

- Creative approach – overall connection to objective, branding, media channel and audience
- Understanding of target audience and tactics to create awareness/engagement
- Performance related to budget, time, and environment
- Challenges and approach to resolve

Provide an example of a creative concept used for the campaign and how it was applied to three different creative elements.

The Bidder should also describe the processes that are in place to ensure the quality of creative materials that are translated/adapted from one of Canada's official languages into the other, and provide an example of a Creative Adaptation. This should include a copy of actual creative. (The creative sample will not count towards the 2 page limit).

### Submission Requirements

Page limit: Maximum 2 pages (only the first two pages of the response will be evaluated)

Each example ad should be provided in both English and French. If the ad was originally produced in only one of Canada's official languages, it must be adapted (text only) to the other official language prior to submission.

<b>Maximum Points</b>	<b>10 Pts</b>
<b>Minimum Points</b>	<b>6 Pts</b>

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