



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

Title - Sujet AAFC Buy Canadian	
Solicitation No. - N° de l'invitation 01B68-200788/A	Amendment No. - N° modif. 005
Client Reference No. - N° de référence du client 01B68-20-0788	Date 2020-02-06
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-78355	
File No. - N° de dossier cz002.01B68-200788	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2020-02-18	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B.	
Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Ivany, Chris	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 993-0048 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
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)	
Signature	Date

The reason for this amendment is to include bidder's questions and answers.

Question 9:

General: Has Canada been working with a contractor on the AAFC Buy Canadian approach/campaign prior to this RFP? If so, are you able to identify the contractor, and indicate whether the contractor has been invited to participate in the RFP process?

Answer 9:

AAFC has not worked with a contractor on the campaign prior to this RFP.

Question 10:

Per A.8.4, item c) (page 23): The RFP indicates that, "*the Contractor must implement and manage each event by...[executing] an awareness campaign prior to and for the duration of the events that does not include any paid advertising.*"

Can you please clarify what's driving the decision to explore non-paid advertising for the awareness campaign for events?

Answer 10:

Non-paid advertising initiatives allow for a more balance approach to reaching Canadians through complimentary tactics that further extend the budget beyond advertising activities. Government of Canada advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

Question 11:

Can you please clarify with examples of non-paid advertising that would be suitable?

Answer 11:

Examples of suitable activities include organic social media, outreach through partnerships and brochures.

Question 12:

How will the success/effectiveness of these non-paid tactics will be evaluated?

Answer 12:

The success/effectiveness of the non-paid tactics will depend on the objectives, the target audience, budget and other factors.

Question 13:

Per A.9.3 (page 26) – Can you provide the names, roles, and the office locations that the Project Authority/AAFC's marketing team works out of?

Answer 13:

Not until the contract is awarded.

Question 14:

Per Annex F, R3 (page 39): How does Canada define "similar client"? Must the client be a Federal department?

Answer 14:

A client can be similar in terms of scope of the project such as, but not limited to multi-stakeholder, national approach and similar budget.
The client does not have to be a Federal department.

Question 15:

Is there an incumbent agency that is working with AAFC on the Buy Canadian initiative or the broader \$25 million initiative? If so, can you indicate the incumbent?

Answer 15:

There is no incumbent agency working with AAFC on the initiative.

Question 16:

Does AAFC have an existing digital destination that it is driving consumers to with respect to the Buy Canadian initiative or would the Contractor be expected to provide a recommendation in this area? Is there another destination that needs to be driven to for this awareness campaign?

Answer 16:

There is no digital destination currently created for this initiative. Options will be discussed with the winning bidder as part of the development of the overall marketing strategy.

Question 17:

Page three of the RFP (Section 1.2) references the overall investment of \$25 million over five years for the overarching initiative this RFP fits within, while page four (also Section 1.2) indicates that the annual media buy budget is estimate to be between \$1,500,000 and \$4,000,000. How much of the \$25 million budget has been expended/allocated to date? What is the budget for the scope of work outlined in the RFP?

Answer 17:

To be outlined more specifically after award.

Question 18:

On page three (Section 1.2), there is a reference to refreshing the Canada Brand. Can you please expand on what is meant by a refreshed brand? Do you anticipate the brand itself changing?

Answer 18:

We cannot expand on it at this time. This will be discussed with the winning bidder after the contract has been awarded.

Question 19:

On page 13 (Section 7.4), the RFP appears to indicate the potential of a four-year contract (1 initial year and up to three additional one year periods), while on page 18 (Section A.2) the RFP indicates that the SOW encompasses a national five-year consumer focused social marketing campaign. Can you please confirm whether the campaign is expected to be four or five years' in duration?

Answer 19:

Regardless of the length of this campaign, the contract will not exceed 4 years in duration.

Question 20:

On page 20 (Section A.4), the RFP notes that appropriate indicators in terms of performance measurement will be identified through baseline public opinion research conducted in spring 2020. Can you be more specific about the timing of this research, as compared to the timelines that are outline on page 21 (Section A.7) regarding the presentation of a draft strategy and action plan by March 31, 2020 and the launch of the campaign in the summer of 2020? Which firm is conducting the public opinion research?

Answer 20:

The public opinion research is set to take place before end of March 31, 2020. Further information will be provided after the contract is awarded.

Question 21:

On page 20 (section A.5), there is a reference to baseline research expected to be completed by March 2020. What is the nature of the baseline research? Which firm is conducting the baseline research?

Answer 21:

The details of the research will be shared once the research is completed.

Question 22:

On page 20 (Section A.6), the RFP mentions focus testing of key campaign messages. What is the anticipated/planned timing of this focus group testing? Which firm is conducting the focus groups?

Answer 22:

This is to be determined once the contract is awarded.

Question 23:

On page 22 (Section A.8.3) the RFP indicates that the Contractor will be expected to consider potential partners when developing the marketing strategy. Are there any retail partners already identified that the Contractor would partner with? Does the AAFC work regularly with any specific community or provincial level groups or associations?

Answer 23:

Further details will be provided to the winning bidder once the contract is awarded.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.