

RFP000145 - CMHC Agency of Record Addendum No. 1 – Questions & Answers

Q1. CMHC uses the word 'global' a number of times in the RFP. Since your mandate is focussed on Canada and Canadians, we are assuming you are using the word to mean 'all encompassing.' Is that correct?

A1. Yes, that is correct. Please interpret the word 'global' to mean 'all encompassing'.

Q2. What is the anticipated media and services budget for the span of the contract?

A2. Budget for initial term plus any renewals is \$5.65M. CMHC is looking for best overall value to deliver maximum ROI.

Q3. Could you please provide the annual marketing budget, specifically the digital portion?

A3. Digital portion varies each year depending on needs and will be discussed with the successful proponent.

Q4. Regarding the expected budget allotment to reach your target audiences, What is the percentage of B2B vs. B2C?

A4. The breakdown would be determined by CMHC's needs, which vary depending on program announcements, etc.

Q5. Would you reconsider the weight for pricing since you are looking for 'best value overall'. We find 30 to be high.

A5. CMHC is looking for a technically sound solution from Proponents with a proven track record in planning, developing and implementing a number of marketing campaigns. We are looking for competitive pricing and we are satisfied with the weight breakdown in the evaluation grid.

Q6. External media vendors and technology may charge the agency and, therefore, CMHC on a commission model. We can price our fees on a fixed hourly rate based on estimated hours but we cannot be held responsible for how media and tech is priced and these costs will be passed to CMHC at net. Will that be fine?

A6. Media spend is to be billed to CMHC in net format and we expect to see a clear breakdown of all applicable agency fees. The Pricing Form is asking for estimated hours and hourly rate.

Q7. Will you provide a budget for paid media in order to present our fees for the development of a strategic advertising plan? Or is providing a % for fees acceptable?

A7. The pricing form is requesting dollar amounts so we can accurately evaluate all suppliers equally (ie; apples to apples).

Q8. In order to more accurately complete the pricing table, can you advise the number of campaigns in an average year?

A8. The number of campaigns vary from year to year based on program announcements and CMHC's Communications and Marketing team's yearly objectives.

Q9. CMHC is transforming to be technology enabled — how important is it for your agency to have Sitecore experience?

A9. Sitecore experience is a 'nice to have' but we do not want the lack of this experience to prevent potential proponents from providing a submission.

Q10. CMHC is headquartered in Ottawa. How important is it to have day-to-day agency team members in the city?

A10. This is not a mandatory requirement as long as the liaison has technological capabilities to attend meetings (ie; Skype).

Q11. What is your comfort to store data on the cloud and overall thoughts on cloud-based solutions? Will resources be required to be located in Canada?

A11. Please see Section 3.4 CMHC Data, of the RFP.

Q12. In using the prevailing digital media platforms such as Google and Facebook, their servers sit outside of Canada. Have you used these platforms in the past? We would propose to use digital media partners like Google and Facebook but all reporting data collected would be centralized on servers that sit in Canada. Is this considered to be compliant?

A12. Yes we have used Google and Facebook. Digital media platforms are compliant. However, transmission of CMHC data needs to remain in Canada (ie; when we send information to the supplier, they need to be in Canada).

Q13. What is the current digital marketing mix? Which ad platforms are you currently using and which platforms are you expecting the proponent to manage?

A13. We currently use Facebook, Instagram, Twitter, LinkedIn, YouTube, Google Display, Search, programmatic, email marketing (Campaigner). The successful proponent would not manage email marketing.

Q14. Will all resources be required to be bilingual?

A14. Please see Appendix D – Draft Agreement, Section 4.16 Official Languages.

Q15. Will we need to source to Canadian vendors?

A15. The successful proponent must be able to provide all services indicated in Section 3 without data leaving Canada.

Q16. What kind of data is available on the priority audience segments we will be targeting?

A16. As stated in Section 3 of the RFP, we have B2B and B2C. Further data on audiences will be provided to the successful proponent.

Q17. Will we get a chance to see the existing marketing and campaigns that have been going out so far?

A17. No, we do not believe that is necessary.

Q18. Will all campaigns be National? Regional? Combination?

A18. Most campaigns are national. We occasionally run campaigns that only target certain regions (dependant on program uptake).

Q19. Who is your current Agency of record?

A19. CMHC's current AOR is Banfield-Seguin.

Q20. How do you currently handle CASL and opt-ins/opt-outs?

A20. We are compliant.

Q21. Once an agreement is reached and a plan is approved, when will campaign(s) need to be in market?

A21. Timing/deadlines will be agreed upon.

Q22. From a Legal standpoint, would it be possible to sign a mutual NDA prior to response submission?

A22. No, we do not see the need for a NDA. Section 2.13 includes language regarding information of a proprietary or confidential nature for reference.

Q23. Do you have any creative services available in-house at CMHC?

A23. Yes, we have an in-house creative services department but we will rely on the successful proponent's knowledge of ad creative best practices for the design of select campaign assets.

Q24. Are you looking to your AOR to perform all social media roles?

A24. The successful proponent will provide support to our in-house Social Media team.

Q25. Will the selected vendor be responsible for all website development services?

A25. No. CMHC has an in-house Web Experience team. The selected vendor would be used on an as needed basis to support the web team.

Q26. Would CMHC be open to investing in new website analytics technology?

A26. The website analytics technology will be discussed with the successful proponent and any suggested improvements can be brought forward to our in-house Analytics Group.

Q27. For the SEO portion, will CMHC work with the agency on modifying existing pieces of content and (potentially) the structure of the website?

A27. The selected vendor can make recommendations, but we have in house specialists for both SEO and Web UX.

Q28. Are you open to an in-house agency model where agency resources are co-located with members from your marketing team?

A28. No, this would not align with our current working model, ROWE.

Q29. Can you give any detail on your CRM strategy and how this connects to the larger marketing strategy?

A29. Any strategic discussions will take place with the successful proponent.

Q30. With respect to creation of advertisements (i.e. creative direction, design, copy writing, editing, translation, layout, proofing & pre-press services), can we outsource this component as needed? If so, do we need to declare that partner or those partners now?

A30. Please see Section 2.19, Joint Venture Responses of the RFP.

Q31. The RFP requires a description of "two (2) digital national global advertising campaigns... and two (2) target audience specific social media campaigns". Please clarify if the same samples can be used to respond to both parts of the requirement or if separate samples are preferred.

A31. The same case can be used if you feel it is the right example for both instances, however we have asked for two examples to highlight varying expertise.

Q32. Our partner has relevant B2B and B2C case studies from the UK and other overseas countries. Is this experience relevant to CMHC or would you prefer to see examples from Canada and the US?

A32. We would like to see Canadian examples of a national scope.

Q33. Can we include qualifications / projects from an employee's previous work before joining our company?

A33. Examples should speak to the entire agency's capabilities.

Q34. Can you provide more information on the semi-annual meetings with CMCH representatives? Are you looking for a facilitated group discussion with all representatives?

A34. Yes, semi-annual meetings would include key members of CMHC and key members of the successful proponent to touch base and analyse first half of year and discuss second half.

Q35. What are your key success metrics for digital campaigns?

A35. Please see Section 3.3 Strategic Plan of the RFP.

Q36. What traditional channels do you prioritize? Which digital marketing channels (i.e., social, search, e-mail, etc.) are the highest priority to be active on?

A36. Traditional channels are typically print. Digital marketing channels will be discussed with the successful proponent and the appropriate channels will be included in our strategy.

Q37. How are media campaigns flighted throughout the year? Is there a component of always-on paid media? Are campaigns flighted based on initiative?

A37. We have a mix. We will have some always on-paid media and campaigns based on program needs.

Q38. Does this RFP cover all CMHC marketing initiatives?

A38. Yes, the RFP represents marketing initiatives that would cover all of the lines of business of CMHC.

Q39. Will CMHC rely on the selected proponent's reporting and analytics platforms to measure and report or will CMHC be relying on their own platform?

A39. We will provide web analytics and the successful proponent is to provide analytics from used media channels. The successful proponent will paint the entire picture using all data and is responsible to submit a report.

Q40. Who pays for the media, the agency or the client? Who owns media platform contracts and relationships?

A40. The successful proponent would pay for the media and manage the media contracts and relations.

Q41. What is the frequency and depth of the reporting?

A41. Please see Section 3.2.2 Statement of Work, item (h) for our reporting requirements.

Q42. What technical platforms are you currently using for the following Analytics and CRM?

A42. All relevant information will be shared with the successful proponent.