



Canadian Tourism
Commission

Commission canadienne
du tourisme

REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM <1>

RFSQ DC-2020-AK-03 Graphic Design Services

Close Date/Time:

January 13, 2021
14:00 hours
Pacific Time

Issue Date: January 21, 2021

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted RFSQ as of January 13, 2021.

Q1. Whether companies from outside of Canada can apply for this? (i.e. India, USA)

Answer: Companies from outside of Canada are welcome to apply.

Q2. Whether we need to come over there for meetings?

Answer: There is no requirement to attend meetings in Vancouver or elsewhere in Canada.

Q3. Can we perform the tasks (related to RFSQ) outside Canada?

Answer: Yes, tasks can be performed outside of Canada.

Q4. Can we submit the proposals via email?

Answer: Please refer to Section B.2 Proposal Submission, Intentions, and Questions Instructions, of the RFSQ document on how to submit your proposal to the CTC.

Q5. Section E.1.1 Provide three (3) samples of print related design work: Do you want the actual printed pieces submitted, or the print pieces submitted as a separate files, or the print pieces embedded in the proposal document that will be submitted?

Answer: The examples should be digital (we do not want physical copies). The samples can be submitted as separate files or embedded into the proposal. If they are submitted as separate files please include reference to which files are meant to illustrate the print or digital samples.

Q6. Section E.1.1 Provide three (3) samples of print design work: Do you accept URL links that direct to PDF versions of that work? Do you accept PDFs attached to the proposal?

Answer: The CTC's preference is that PDFs are attached as part of the proposal. However, we will accept links to online portfolios to review. Please ensure the samples are clearly labelled.

Q7. Section E.1.2 Provide three (3) samples of digital related design work: I would need clarification regarding the types of samples that you would accept as digital design work. Would a video and a digital publication (ie. magazine) be considered as digital related design work?

Answer: We would consider video to be digital work. Any work that is meant to be consumed on a digital device such as a computer, tablet, or mobile phone. An online magazine would be acceptable.

However, not a print magazine with a digital version would not be considered unless the digital version has features which are specific to improving the digital experience.

Q8. Appendix 6: Destination Canada's Brand Playbook Buideline (is this word supposed to be Guideline?)

Answer: Yes, it should be Destination Canada's Brand Playbook *Guideline*

Q9. Appendix 6: Downloadable PDF file: Will graphic design work involve both corporate and marketing applications and all three different logos?

Answer: Work assigned will primarily be for our corporate brand. However, there may be some consumer facing work. All three logos are not typically used on the same applications. We will provide instructions on brand and logos on a per project basis.

Q10. The RFSQ indicates that the design work is to be used in British Columbia. Can a proponent from Quebec submit a proposal?

Answer: The design work will be used across Canada and internationally. There is no geographic limit to where proponents are located.