



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 CRA Advertising Creative	
Solicitation No. - N° de l'invitation 46558-226049/A	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client 46558-22-6049	Date 2021-02-09
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-79665	
File No. - N° de dossier cz002.46558-226049	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Standard Time EST on - le 2021-03-01 Heure Normale du l'Est HNE	
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 1: On page 20, #6 Considerations section, you reference that the landscape is shifting due to COVID-19. Are you able to give more specific information on how the COVID-19 pandemic has impacted your advertising priorities over the last 12 months? Do you have any visibility into how this will continue to impact CRA over the next 12 months?

Answer 1: The information included in the considerations section on page 20 outlines elements that should to be taken into account when developing campaigns for the CRA. Evolving situations and environmental factors, such as the COVID-19 pandemic, are elements that may shift CRA priorities, and have an impact on planned advertising and marketing activities. For example, over the last 12 months, the COVID-19 pandemic has required many advertiser and marketers to adjust timelines and messages, put protocols in place for safety, and look at situations from a COVID-19 angle. We assume that this will continue for the next while but are uncertain as to what the future will look like.

Question 2: How much lead-time does your media AOR (Cossette Communications) provide to the chosen agency when delivering the media plan so that the chosen agency can start working on go-to-market assets?

Answer 2: Lead-times for media plans cannot be provided as each campaign is different. The CRA and AOR work closely with the creative agency to plan the appropriate production times required for assets.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.