



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 National Skilled Trade Campaign	
Solicitation No. - N° de l'invitation G9292-217027/A	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client G9292-21-7027	Date 2021-04-15
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-008-79942	
File No. - N° de dossier cz008.G9292-217027	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-04-27 Heure Avancée de l'Est HAE	
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: Constant, Rachelle	Buyer Id - Id de l'acheteur cz008
Telephone No. - N° de téléphone (613) 290-4035 ()	FAX No. - N° de FAX () -
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

This reason for this amendment is to advise all potential bidders of the questions and answers pertaining to this Request for Proposals.

QUESTIONS AND ANSWERS

- Q1 Are you open to an east coast agency working across the country or do you have a local preference?
- A1 The agency can be located anywhere in Canada and every agency needs to meet the same criteria.
- Q2 Could you let us know what the budget is for this work; ie the agency fees?
- A2 We do not provide the budget for this work.
- Q3 Could you also let us know what the total ad/media buy fees for the year would be?
- A3 The marketing and advertising spend (including production, events, media planning and media buy – the latter of which are the responsibility of the Agency of Record) for this project is estimated to be \$4.5 million for fiscal year 2021-2022.

Note that the contracted creative agency will be asked to support marketing and advertising requirements (strategy development and implementation, production, events, liaison/trafficking of ads with the Agency of Record, etc.).

The estimated campaign value being provided for this RFP and resulting Contracts has been provided to assist bidders in understanding Canada's requirements. The inclusion of this data does not represent a commitment by Canada that Canada's future usage or purchase of goods, services or supplies will be consistent with this data. The estimate is provided purely for information purposes. Although it represents the best information currently available, it does not guarantee that the data is complete or free from error.

ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN UNCHANGED.