



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

RFP Amendment No. 1	RFP Amendment Date: September 8, 2021
Office of the Chief Electoral Officer File No. ECGZ-RFP-2021-0065	
Title: Creative Development and Multimedia Production Services	
Request for Proposal Closing Date: October 12, 2021 at 2:00PM (Gatineau time)	
ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6 proposition-proposal@elections.ca	
Attention: Tiffany Denny	Tel No. 873-416-1259

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Creative Development and Multimedia Production Services bearing number ECGZ-RFP-2021-0065 and dated August 27, 2021 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

2.1 Question No. 1

Question:

Would Elections Canada consider a 3-week extension of this RFP to allow for a fair bid process for all interested parties.

Answer:

Elections Canada will extend the RFP closing date to October 12, 2021. As such, the Request for Proposal is amended in accordance with Section 3.1 of this amendment.

2.2 Question No. 2

Question:

On page 136 specifically section R5.1 Account management – you don’t identify what you mean by ‘National campaign’. Is it acceptable for an account manager to have National/Global experience outside of Canada, such as USA experience?

Answer:

National Campaign has been removed from the rated criteria R5.1. Yes, it is acceptable for an account manager to have National/Global experience outside of Canada, such as USA experience.

As such, the Request for Proposal is amended in accordance with Section 3.2 of this amendment.

2.3 Question No. 3

Question:

On page 128 section B – Definitions you refer to you refer to a ‘National Multimedia Advertising Campaign’ as: means an advertising campaign conducted in a minimum of seven provinces and territories of Canada using a combination of at least three of the following media channels: a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema or f) social media. You mention that this is mandatory (aka: Met/Not Met).

However, in the rating system on page 132 (R1) you reference a sliding scale for the number of media channels, number of provinces and whether the work was national, provincial, or local. We want to ensure that we understand the mandatory requirements. Will the agency be disqualified if they don’t meet the ‘National Multimedia Advertising Campaign’ definition within the mandatories (Pg 128 section B)?

Answer:

The technical evaluation criteria have been amended. As such, the Request for Proposal is amended in accordance with Section 3.2 of this amendment.

2.4 Question No. 4

Question:

This RFP is specifically for creative services, all media planning (which was included in the current and previous RFPs for this business) has been moved over to another RFP and combined with media buying services. Can you explain how you see the integration between the AOR, and the creative agency selected unfolding? Planning needs to be provided well in advance to ensure a successful VIC rollout.

Answer: Please note that a separate Request for Proposal is currently in solicitation for Strategic Planning and Media Buying Services. This particular Request for Proposal is for Creative Development and Multimedia Production Services.

It will be the responsibility of the Agency of Record to play a unique strategic role and must establish strong relationships among the Contractor, the Technical Authority and the Creative Agency to ensure common understanding of roles, responsibilities and objectives so that Elections Canada advertising activities can be executed seamlessly and any emerging challenges are addressed promptly.

2.5 Question No. 5

Question:

You mention that the communications strategy will be provided; can you please elaborate on when that can be expected and what it will entail? Will the chosen agency have an opportunity to contribute to the strategy?

Answer: Timelines have not yet been determined for the development of the media strategy. Elections Canada will develop the high-level strategy and will consult both agencies on their respective mandate and expertise.

2.6 Question No.6

Question:

Can you please let us know how long it will take for responses to questions provided?

Answer:

Please refer to Section 2.13 of Part 1 Request for Proposal. All questions received and the answers to such questions that result in clarifications or modifications to the requirement or that provide additional information related to the requirement will be provided simultaneously to all bidders to which the RFP has been sent, in the same manner in which the RFP was sent, without revealing the sources of the questions.

In order to comply with the Official Languages Act, all solicitation documents must be published in the two official languages (English and French). As a result, this also applies to responses provided to all bidders. Elections Canada will ensure all questions and answers are provided in an efficient manner to not delay the solicitation process.

2.7 Question No.7

Question:

Can you clarify how you define a 'corporate account' as indicated in R1 in the Elections Canada RFP ECGZ-RFP-2021-0065?

Answer: A corporate account should be a business, corporation, organization or agency account with whom the bidder held/holds a contract/agreement with.

Part 3. Amendments

3.1 Amendment to the closing date of the Request for Proposal

The Request for Proposal is hereby amended as follows:

Delete: September 28, 2021 at 2:00PM (Gatineau time)

Insert: October 12, 2021 at 2:00PM (Gatineau time)

3.2 Amendment to Part 8 – Technical Evaluation Criteria

The Request for Proposal is hereby amended by deleting in its entirety Part 8 – Technical Evaluation Criteria and replacing it with the attached Part 8 – Technical Evaluation Criteria (Revised on September 8, 2021).



Creative Development and Multimedia Production Services

Part 8

Technical Evaluation Criteria

(Revised on September 8, 2021)

Contents

- **Section A: Instructions to Bidders**
- **Section B: Definitions**
- **Table A: Mandatory Technical Evaluation Criteria**

#	Mandatory Technical Evaluation Criteria	Met/Not Met
M1	National multimedia advertising campaigns	
M2	Bidder's proposed work plan	
M3	Project team—proposed corporate structure and resource allocation	

- **Table B: Technical Evaluation Criteria**

#	Rated Technical Evaluation Criteria	Max. Points
R1	National bilingual multimedia advertising campaign experience for corporate accounts	25
R2	Multimedia advertising campaign experience—Indigenous and ethnocultural target groups	15
R3	Multimedia advertising campaign experience—youth target groups	15
R4	Bidder's proposed work plan	50
R5	Project team and management services	
R5.1	Account management	15
R5.2	Creative development management	15
R5.3	Production services management	10
R5.4	Back-up personnel	10

- **Table C: Capabilities Presentation**

#	Capabilities Presentation Evaluation Criteria	Max. Points
CP1	Bidder's overall understanding of the complexity of the requirements set out in the SOW	25
CP2	Bidder's creative development approach	20
CP3	Management team's understanding of their roles and responsibilities	15
CP4	Bidder's management approach	15
CP5	Bidder's production process	15
CP6	Presentation team's ability to communicate effectively	5
CP7	Presentation team's ability to provide comprehensive and coherent information	5

Section B: Definitions

Unless the context clearly requires otherwise, the capitalized terms used in the Technical Evaluation Criteria shall have the definitions assigned to them in the Contract, in the SOW or in this Section B: Definitions. These definitions shall apply equally to both the singular and plural forms of the terms defined, and words of any gender shall include each other gender when appropriate.

Management Services	means the services described in Section 6.01
Media Plan	means a document that identifies the media types, ad formats, media weight, reach and frequency, cost per media type, total estimated budget and distribution dates for an advertising campaign
National Multimedia Advertising Campaign	means an advertising campaign conducted in a minimum of seven provinces and territories of Canada using a combination of at least three of the following media channels: a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema or f) social media

Section A: Instructions to Bidders

1. In order to facilitate the evaluation of the proposal, EC requests that bidders address and present topics in the same order and with the same headings as the evaluation criteria. Bidders should clearly identify where in their proposal each criterion is addressed. To avoid duplication, bidders may refer to different sections of their proposals by identifying the specific paragraph and page number where the topic has already been addressed.
2. If more projects/samples are provided than the requirements of the criterion, only the first projects/samples in the proposal will be evaluated. Any excess projects/samples will not be evaluated.
3. In determining years of experience, overlapped years or months for projects submitted by the bidder to demonstrate such experience will only be counted once for evaluation purposes.
4. Demonstrated projects must have a minimum duration of six months. For longer projects, the project duration will be divided by six months, e.g. a 12-month project is equal to two projects. No partial values will be given. The proposed resources must have worked on the project for the minimum duration. If using project equivalency, the bidder must indicate this in the grid.
5. Projects must have been completed by the solicitation closing date.
6. For requirements relating to education or professional qualifications, certifications, designation, or membership, the proposed resource must have the required education, qualification, certification, designation or membership by the solicitation closing date and must continue, where applicable, to be a member in good standing of the profession's governing body throughout the evaluation and contract period.
7. In addition to the information requested in the individual criterion, the bidder is requested to include complete client contact information for each project description including the client contact name, title and telephone number or email address. The client contact for any project must be an employee of the originating client organization. EC reserves the right to request client contact information, at any time during the evaluation process, for the purposes of verification.

Table A: Mandatory Technical Evaluation Criteria

#	Mandatory Technical Evaluation Criteria	Scoring Methodology
M1	<p>National Multimedia Advertising Campaigns</p> <p>Within the last five years of the RFP closing date, the bidder must have been responsible for the creative development and production services for a minimum of two separate national multimedia advertising campaigns.</p> <p>For the purposes of this mandatory criterion, “national multimedia advertising campaign” means an advertising campaign conducted in a minimum of seven provinces and territories of Canada using a combination of at least three of the following media channels:</p> <ul style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media <p>Submission Requirement</p> <p>The bidder must demonstrate how it meets this requirement by providing the following information for each national multimedia advertising campaign cited:</p> <ul style="list-style-type: none"> (a) The provinces and territories of Canada where the campaign ran. (b) The media channels used for the campaign. (c) The bidder’s role and responsibilities related to creative development and production services for the campaign. (d) The overall objectives of the campaign. (e) The client organization name and the telephone number and email address for a contact person who can confirm the description provided. 	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not met</p>
M2	<p>Bidder’s Proposed Work Plan</p> <p>The bidder must provide a work plan to carry out the Work set out in sections 6.02, 6.03 and 6.04 of the SOW to meet the timeline set out in Article 9 of the SOW for the VIC#1 in a scenario of a majority government and based on the assumption that the Start Date of the Contract will be November 15, 2021.</p> <p>Submission Requirement</p> <p>The bidder must provide, with its proposal, a workplan by completing the columns titled “Task Description” and “Task Duration” of Part 1 of the Phase 1 CPRF template, submitted as Annex A of the technical evaluation under Part 8 of the RFP. When responding to this criterion, the bidder must not insert any financial data in the shaded areas of Part 1 of the Phase 1 CPRF submitted as Annex A of the technical evaluation under Part 8 of the RFP.</p>	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not met</p>

#	Mandatory Technical Evaluation Criteria	Scoring Methodology
M3	<p>Project Team—Proposed Corporate Structure and Resource Allocation</p> <p>The bidder must outline its proposed corporate structure and resource allocation and identify its project team who will perform the following requirements set out in the SOW:</p> <ol style="list-style-type: none"> 1. Section 6.01 of the SOW: Management Services 2. Section 6.02 of the SOW: Creative Development Services 3. Section 6.03 of the SOW: Production Services <p>Submission Requirement</p> <p>The bidder must outline the proposed team structure; identify the number, type/title, and roles/responsibilities of resource categories proposed; identify the proposed resource names; and provide a brief description of the management approach for the proposed team.</p>	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not met</p>

Table B: Rated Technical Evaluation Criteria

#	Rated Technical Evaluation Criteria	Max. Points
R1	<p>National Bilingual Multimedia Advertising Campaign Experience for Corporate Accounts</p> <p>Within the last five years of the RFP closing date, the bidder should have demonstrated experience handling corporate accounts that required the design, development and distribution of national bilingual multimedia advertising campaigns for multiple target audiences.</p> <p>For the purposes of this point-rated criterion:</p> <p>“National” means at least seven provinces and territories of Canada.</p> <p>“Bilingual” means English and French.</p> <p>“Multimedia” means a combination of at least three of any of the following media channels:</p> <ol style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media 	50

#	Rated Technical Evaluation Criteria	Max. Points
	<p>Submission Requirement</p> <p>The bidder should demonstrate their experience by providing the following information for two national bilingual multimedia advertising campaigns:</p> <ol style="list-style-type: none"> 1. The provinces and territories of Canada where the campaign ran. 2. The creative concepts and advertising products developed for the campaign, and a link to a storage platform containing a sample product and/or a USB. 3. A description of the company holding the corporate account for which the campaign was developed, including how long the company holding the corporate account has been a client of the bidder. 4. The linguistic requirements for the campaign. 5. A list of the primary and secondary target audience groups. 6. The client organization name and the telephone number and email address for a contact person who can confirm the description provided. <p>Scoring Methodology</p> <p>The bidder will receive up to 25 points per media campaign as follows:</p> <p>Media channels: (maximum of 7 points)</p> <ul style="list-style-type: none"> • five or more media channels = 7 points • four media channels = 4 points • three media channels = 1 point <p>Number of target audiences: (maximum of 7 points)</p> <ul style="list-style-type: none"> • five or more target audiences = 7 points • three to four target audience = 4 points • less than three target audiences = 1 point <p>The advertising campaign ran on a: (maximum of 5 points)</p> <ul style="list-style-type: none"> • 10 provinces and territories = 5 points • 8-9 provinces and territories = 3 points • 7 provinces and territories = 1 point <p>The company holding the corporate account has been a client of the bidder for: (maximum of 3 points)</p> <ul style="list-style-type: none"> • more than three years = 3 points • two years = 2 points • one year = 1 point • less than one year = 0 point 	

#	Rated Technical Evaluation Criteria	Max. Points
	<p>The national advertising campaign was: (maximum of 3 points)</p> <ul style="list-style-type: none"> • bilingual = 3 points • unilingual = 1 point 	
R2	<p>Multimedia Advertising Campaign Experience—Indigenous or Ethnocultural Target Groups</p> <p>The bidder should have experience developing and producing multimedia advertising campaigns for ethnocultural or Indigenous communities, either as a targeted segment of the overall campaign or as the sole targeted audience.</p> <p>For the purposes of this point-rated criterion, “multimedia advertising campaign” means an advertising campaign conducted using a combination of any of the following three media channels:</p> <ol style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media <p>Submission Requirement</p> <p>The bidder should describe one multimedia advertising campaign where the bidder was responsible for the creative development and production services, and which included a media strategy for an ethnocultural or Indigenous audience, either entirely or as a segment of the overall campaign strategy.</p> <p>The bidder should provide, at minimum, a detailed description of the creative concepts and advertising products developed for the ethnocultural or Indigenous target audience and a link to a storage platform containing a sample product.</p> <p>Scoring Methodology</p> <p>The bidder will receive up to 15 points of clearly demonstrated experience in the criterion described above as follows:</p> <p>15 points (i.e. full points): Project description provides all (100%) of the requested information in sufficient detail and includes a clear and comprehensive list of activities completed demonstrating it meets the requirement above.</p>	15

#	Rated Technical Evaluation Criteria	Max. Points
	<p>10 points: Project description provides most (75%) of the requested information but lacks sufficient detail or includes an unclear or incomplete list of activities completed demonstrating it meets the requirement above.</p> <p>5 points: Project description provides some (50%) of the requested information but lacks sufficient detail and includes an unclear or incomplete list of activities completed demonstrating it meets the requirement above.</p> <p>0 point: Project is not relevant to the requirement or insufficient information provided to assess.</p>	
R3	<p>Multimedia Advertising Campaign Experience—Youth Target Groups</p> <p>The bidder should have experience developing and producing multimedia advertising campaigns for youth audiences, either as a targeted segment of the overall campaign or as the sole targeted audience.</p> <p>For the purposes of this point-rated criterion, “multimedia advertising campaign” means an advertising campaign conducted using a combination of at least three of the following media channels:</p> <ul style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media <p>For the purpose of this point-rated criterion, “youth audiences” means adults 18 to 24 years of age.</p> <p>Submission Requirement</p> <p>The bidder should describe one multimedia advertising campaign where the bidder was responsible for the creative development and production services, and which included a media strategy for youth audiences, either entirely or as a segment of the overall campaign strategy.</p> <p>The bidder should provide, at minimum, a detailed description of the creative concepts and advertising products developed for the youth target audience and a link to a storage platform containing a sample product.</p> <p>Scoring Methodology</p> <p>The bidder will receive up to 15 points of clearly demonstrated experience in the criterion described above as follows:</p>	15

#	Rated Technical Evaluation Criteria	Max. Points
	<p>15 points (i.e. full points): Project description provides all (100%) of the requested information in sufficient detail and includes a clear and comprehensive list of activities completed demonstrating it meets the requirement above.</p> <p>10 points: Project description provides most (75%) of the requested information but lacks sufficient detail or includes an unclear or incomplete list of activities completed demonstrating it meets the requirement above.</p> <p>5 points: Project description provides some (50%) of the requested information but lacks sufficient detail and includes an unclear or incomplete list of activities completed demonstrating it meets the requirement above.</p> <p>0 point: Project is not relevant to the requirement or insufficient information provided to assess.</p>	
R4	<p>Bidder’s Proposed Work Plan</p> <p>The work plan proposed by the bidder, in response to Mandatory Criteria M2, will be assessed against the following criteria:</p> <ol style="list-style-type: none"> 1. Applicability of designated tasks to sections 6.02 and 6.03 of the SOW. 2. Completeness of the proposed task list relevant to sections 6.02 and 6.03 of the SOW. <p>Submission Requirement</p> <p>The bidder should describe how to perform the Work set out in Sections 6.02 and 6.03 of the SOW by subdividing such Work into tasks.</p> <p>Scoring Methodology</p> <p>The bidder will be awarded up to 35 points for the applicability of the designated tasks set out in the work plan, broken down as follows:</p> <ul style="list-style-type: none"> • Up to 10 points will be awarded for the applicability of the designated tasks set out in the work plan, broken down as follows: <ol style="list-style-type: none"> (i) 10 points: All tasks identified are applicable to the Work set out in sections 6.02 and 6.03 of the SOW. (ii) 7 points: All but one or two tasks are applicable to the Work set out in sections 6.02 and 6.03 of the SOW. (iii) 3 points: All but three or four tasks are applicable to the Work set out in sections 6.02 and 6.03 of the SOW. (iv) 0 point: More than four tasks are not applicable to the Work set out in sections 6.02 and 6.03 of the SOW and/or no information was provided. 	35

#	Rated Technical Evaluation Criteria	Max. Points
	<ul style="list-style-type: none"> • Up to 25 points will be awarded for the completeness of the proposed task list set out in the work plan, broken down as follows: <ul style="list-style-type: none"> (i) 25 points: All tasks required to complete the Work set out in sections 6.02 and 6.03 of the SOW have been identified. (ii) 17 points: All but one or two tasks required to complete the Work set out in sections 6.02 and 6.03 of the SOW have been identified. (iii) 8 points: All but three or four tasks required to complete the Work set out in sections 6.02 and 6.03 of the SOW have been identified. (iv) 0 point: More than four tasks required to complete the Work set out in sections 6.02 and 6.03 of the SOW have not been identified <i>and/or</i> no information was provided. 	
R5	<p>Project Team for Management Services</p> <p>The Bidder should demonstrate that at least one of the resources in the project team identified in M3 is responsible for the management services set out in section 6.01 of the SOW (hereinafter referred to as the Management Project Team) and must have the experience and capabilities indicated in criteria R5.1, R5.2, R5.3 and R5.4.</p> <p>Submission Requirement</p> <p>The same resource from the Management Project Team can be proposed for criteria R5.1, R5.2 and R5.3 so long as such resource has the experience and capabilities indicated in such criteria.</p> <p>Scoring Methodology</p> <ol style="list-style-type: none"> 1. Account management: maximum 15 points 2. Creative development management: maximum 15 points 3. Production management: maximum 10 points 4. Back-up personnel: maximum 10 points 	50
R5.1	<p>Account Management—Resource Work Experience</p> <p>The bidder should have one resource from the Management Project Team who will be responsible for performing the account management and coordination services set out in subsection 6.01.01 of the SOW. The proposed resource should have experience as an account manager for a major advertising account.</p> <p>For the purposes of this point-rated criterion, a “major advertising account” means a corporate account generating billing in excess of \$300,000 annually (GST/HST excluded) for work related to advertising campaigns involving:</p> <ul style="list-style-type: none"> • Creative services for broadcast (television and/or radio), print, digital and social. 	15

#	Rated Technical Evaluation Criteria	Max. Points
	<ul style="list-style-type: none"> • A varied target audience that includes such groups as Indigenous people, ethnocultural communities, people with disabilities and youth. <p>Submission Requirement</p> <p>The bidder should describe up to three advertising campaigns to demonstrate the proposed resource’s experience as an account manager for a major advertising account.</p> <p>The bidder should describe, at a minimum, the following:</p> <ol style="list-style-type: none"> 1. The role and responsibilities of the proposed resource for the account/campaigns cited. 2. Amount billed to the client for work relating to an advertising campaign (GST/HST excluded). 3. The target audience. 4. The creative concepts used for the campaign. 5. The media channels used in the campaign. 6. The client organization name, contact person name who can confirm the description provided and his or her telephone number, regular and email addresses. 7. A bio for the proposed resource that clearly supports the experience indicated in the bidder’s response. <p>Scoring Methodology</p> <p>The bidder will receive up to 15 points of clearly demonstrated experience in the criterion described above as follows:</p> <ul style="list-style-type: none"> • 15 points: Five years of experience or greater as the account manager for a major advertising account. • 7 points: Between three years and less than five years of experience as the account manager for a major advertising account. • 3 points: Between two years and less than three years of experience as the account manger for a major advertising account. • 0 point: The proposed resource has not demonstrated experience as the account manager for a major advertising account. 	
R5.2	<p>Creative Development Management—Resource Work Experience</p> <p>The bidder should have one resource from the Management Project Team who will be responsible for the management and coordination of creative services, as described in Subsection 6.01.02 of the SOW.</p>	15

#	Rated Technical Evaluation Criteria	Max. Points
	<p>The proposed resource should have experience as the creative development manager responsible for coordinating the development of creative concepts for a minimum of two national multimedia advertising campaigns.</p> <p>For the purposes of this point-rated criterion, “national multimedia advertising campaign” means an advertising campaign conducted in a minimum of seven provinces and territories of Canada using a combination of at least three of the following media channels:</p> <ol style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media <p>Submission Requirement</p> <p>The bidder should describe two national multimedia advertising campaigns that demonstrate the proposed resource’s experience as the creative development manager responsible for coordinating the development of creative concepts for such campaigns.</p> <p>The bidder should describe, at a minimum, the following:</p> <ol style="list-style-type: none"> 1. The proposed resource’s role and responsibilities for each campaign. 2. The scope of the campaign (national, provincial or regional). 3. The target audience. 4. The creative concepts developed for each campaign. 5. The media channels used in the campaign. 6. The client organization name, contact person name who can confirm the description provided and his or her telephone number, regular and email addresses. 7. A bio for the proposed resource that clearly supports the experience indicated in the bidder’s response. <p>Scoring Methodology</p> <p>The bidder will receive up to 15 points of clearly demonstrated experience in the criterion described above as follows:</p> <ul style="list-style-type: none"> • 15 points: The proposed resource has experience as the creative development manager responsible for coordinating the development of creative concepts for two national multimedia advertising campaigns. 	

#	Rated Technical Evaluation Criteria	Max. Points
	<ul style="list-style-type: none"> • 7 points: The proposed resource has experience as the creative development manager responsible for coordinating the development of creative concepts for one national multimedia advertising campaign. • 0 point: The proposed resource does not have experience as the creative development manager responsible for coordinating the development of creative concepts for a national multimedia advertising campaign. 	
R5.3	<p>Production Services Management—Resource Work Experience</p> <p>The bidder should have one resource from the Management Project Team who will be responsible for the management and coordination of production services, as described in Subsection 6.01.03 of the SOW. The proposed resource should have experience as the production services manager responsible for coordinating the production services for a minimum of two national multimedia advertising campaigns. For the purposes of this point-rated criterion, “production services” means, at a minimum, the following services:</p> <ul style="list-style-type: none"> • graphic design • copy writing • translation and adaptation <ul style="list-style-type: none"> o English or French • proofreading <ul style="list-style-type: none"> o English or French • producing final advertising products and distributing them to media suppliers <p>For the purposes of this point-rated criterion, “national multimedia advertising campaign” means an advertising campaign conducted in a minimum of seven provinces and territories of Canada using a combination of at least three of the following media channels:</p> <ol style="list-style-type: none"> a) broadcast (TV and/or radio) b) print c) digital d) out-of-home e) cinema f) social media <p>Submission Requirement</p> <p>The bidder should identify the proposed resource and provide a bio of the proposed resource that clearly supports the experience indicated in the bidder’s response.</p> <p>The bidder should describe two national multimedia advertising campaigns that demonstrate the proposed resource’s experience as the production services manager responsible for all aspects of production services of such campaigns.</p>	10

#	Rated Technical Evaluation Criteria	Max. Points
	<p>The bidder should describe, at a minimum, the following:</p> <ol style="list-style-type: none"> 1. The proposed resource’s role and responsibilities for the campaign. 2. The production services performed in each campaign. 3. The scope of the campaign (national, provincial or regional). 4. The products developed. 5. The client organization name, contact person name who can confirm the description provided and his or her telephone number, regular and email addresses. 6. A bio for the proposed resource that clearly supports the experience indicated in the bidder’s response. <p>Scoring Methodology</p> <p>The bidder will receive up to 10 points of clearly demonstrated experience in the criterion described above as follows:</p> <ul style="list-style-type: none"> • 10 points: The proposed resource has experience managing all five production services for two national multimedia advertising campaigns. • 7 points: The proposed resource has experience managing all five production services for only one national multimedia advertising campaign; or managing four production services for two Canadian national multimedia advertising campaigns. • 3 points: The proposed resource has experience managing less than four of the production services for one or more national multimedia advertising campaigns. • 0 point: The proposed resource does not have experience managing at least three production services for a national multimedia advertising campaign. 	
R5.4	<p>Back-up Personnel</p> <p>For the Account Manager proposed by the bidder, the bidder should identify a specific resource who will provide back-up in the event the account manager cannot continue with their responsibilities.</p> <p>Back-up personnel should meet the same qualifications specified in R5.1.</p> <p>Submission Requirement</p> <p>The bidder should provide a detailed bio for the proposed back-up resource that clearly demonstrates that the proposed resource meets the qualifications of the position.</p> <p>Scoring Methodology</p> <p>The bidder will receive up to 10 points of clearly demonstrated experience</p>	10

#	Rated Technical Evaluation Criteria	Max. Points
	in the criterion described above as follows: <ul style="list-style-type: none"> • 10 points: Five years of experience or greater as the account manager for a major advertising account. • 7 points: Between three years and less than five years of experience as the account manager for a major advertising account. • 3 points: Between two years and less than three years of experience as the account manger for a major advertising account. • 0 point: The proposed resource has not demonstrated experience as the account manager for a major advertising account. 	
Maximum points available = 155 points		
Minimum pass mark of 70% overall = 108.5 points		

Section C: Capabilities Presentation

The capabilities presentation session will consist of the following three parts:

Part 1: The first part of the presentation is to be made by the corporate executive or account manager within the bidder's organization who would be responsible for the Elections Canada account. This part should provide a brief description of the bidder's corporate history, ownership structure and corporate culture. (5 minutes maximum)

Part 2: The second part of the presentation is also to be made by the same corporate executive or account manager. In this part, they will respond to the designated discussion topics identified in the capabilities presentation notice sent by the Contracting Authority pursuant to Subsection 4.4.5 a) of Part 4 of the RFP. This part of the presentation should end with the introduction of the resources proposed in response to criteria R5.1, R5.2 and R5.3. (25 minutes maximum)

Part 3: The third part of the presentation is to be made by the resources proposed in response to criteria R5.1, R5.2 and R5.3. Each resource will provide a description of their roles and responsibilities in delivering the VIC#1. The resources will address the designated discussion topics identified in the capabilities presentation notice sent by the Contracting Authority pursuant to Subsection 4.4.5 a) of Part 4 of the RFP. (45 minutes maximum)

The capabilities presentation will be assessed in accordance with the following criteria:

#	Title	Points Available
CP1	Bidder's overall understanding of the complexity of the requirements set out in the SOW	25
CP2	Bidder's creative development approach	20
CP3	Management team's understanding of their roles and responsibilities	15
CP4	Bidder's management approach	15
CP5	Bidder's production process	15
CP6	Presentation team's ability to communicate effectively	5
CP7	Presentation team's ability to provide comprehensive and coherent information	5
Total		100
Minimum pass mark of 70%		

Scoring Methodology

The following methodology will be used to allocate points for each criterion:

Rating	Description	Points Awarded
Very good	A very good rating will be given against a specific criterion when the management team's presentation fully demonstrates compliance with the requirements of the criterion, the information provided is easily relatable to the requirements of the SOW and the bidder has an excellent opportunity for success delivering the VIC#1.	100%
Good	A good rating will be given against a specific criterion when the management team's presentation demonstrates compliance with the requirements of the criterion and/or the information provided is relatable to the requirements of the SOW and the bidder has an opportunity for success delivering the VIC#1.	75%
Limited	A limited rating will be given against a specific criterion when the management team's presentation partially demonstrates compliance with the requirements of the criterion and/or the information provided is not easily relatable to the requirements of the SOW and the bidder has a limited opportunity for success delivering the VIC#1.	50%

Poor	The management team's presentation does not demonstrate compliance with the criterion and/or the information provided is not relatable to the requirements of the SOW and the bidder does not have an opportunity for success delivering the VIC#1.	0%
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