



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. 3	RFP Amendment Date: September 20 2021
Office of the Chief Electoral Officer File No. ECTD-RFP-2021-0078	
Title: Strategic Planning and Media Buying 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 Strategic Planning and Media Buying Services bearing number ECTD-RFP-2021-0078 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

2.1 Question No. 6

Question:

Demonstrated projects must have a minimum duration of six months. For longer projects, the project duration will be divided by six months – for example, 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.

(a) Does this mean that every project we put forward in the technical answers must have run for a minimum of 6 months?

It's confusing because it says “THE” project: The proposed resources must have worked on THE project for the minimum duration. (In total, you are asking for 12 project descriptions).

(b) Does this mean that EACH resource put forward has to have worked on all the case studies we share and each of those projects MUST have been in market for 6 months? OR

(c) Does it mean that the projects we share that outline what the proposed team members have worked on MUST be a minimum of 6 months?

Answer:

(a) Each criterion states the submission requirements. For example, R1 states that within the last five years of the RFP closing date, the bidder should demonstrate that they have maintained a corporate account for at least three cumulative years. Therefore, the submission should then reflect such timeframe. Whereas, R7.1, Account Management – Resource Work Experience, the bidder should demonstrate that they meet the requirement by providing two project descriptions that describe two separate advertising campaigns to demonstrate the

proposed resource's experience as an account manager for a major advertising account. Therefore, the projects submitted, will be subject to the Instructions to bidders, whereas the demonstrated projects must have a minimum duration of 6 months. We are not asking for 12 project descriptions; each criterion states the number of project descriptions requested.

(b) Correct. Demonstrated projects must have a minimum duration of 6 months. Therefore, the proposed resource should have worked on the project for the minimum duration as well.

(c) Correct.

2.2 Question No. 7

Question:

For all technical questions needing demonstrating projects (total of 8) – is there a minimum duration in market required? For all the resources we put forward and the subsequent projects they worked on, do they have to have a minimum duration in market?

Answer:

There is no minimum duration in market required. The minimum duration of the overall project must be at least 6 months, which includes strategy, planning, production and deployment.

2.3 Question No. 8

Question:

In section 7.2, the RFP states: The bidder should demonstrate that they meet the requirement by providing one project description that describes two separate advertising campaigns to demonstrate the proposed resource's experience as a media negotiator and buyer-manager for a major advertising campaign. Is the "one project" and "two separate advertising campaigns" a typo?

Answer: The rated criteria R7.2 submission requirements should read as follows;

Submission requirement

The bidder should demonstrate that they meet the requirement by providing two project descriptions that describe two separate advertising campaigns to demonstrate the proposed resource's experience as a strategic and media planning manager for a major advertising campaign.

As such, the Request for Proposal is amended in accordance with Section 3.1 of this amendment.

Part 3. AMENDMENTS

3.1 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 17, 2021).



Strategic Planning and Media Buying

Part 8

Technical Evaluation Criteria

(Revised on September 17, 2021)

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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 any other gender, when appropriate.

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 and f) Social media.

Management Services means the services described in Section 8.01 of the SOW.

Media Strategy has the meaning ascribed to it in subsection 8.02.01 of the SOW.

Media Plan has the meaning ascribed to it in subsection 8.02.02 of the SOW.

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 a 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, overlapping years or months for projects submitted by the bidder to demonstrate such experience will be counted only 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 – for example, 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 an 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>Indigenous Commitment</p> <p>Pursuant to Section 6.10 of Part 6 – Certificates, the bidder must commit to entering into subcontracts with Indigenous businesses and/or incur labour costs in connection with Indigenous persons performing any part of the Work under the Contract for an aggregate value of at least \$75,000.00 (GST/HST excluded); and/or if the proposal has been submitted by members of a joint venture where one member is an Indigenous business, such Indigenous business must incur labour costs in performing any part of the Work under the Contract for an aggregate value of at least \$75,000.00 (GST/HST excluded).</p> <p>Submission requirement</p> <p>The bidder must demonstrate how they meet this requirement by providing the following information:</p> <p>a) describe which part of the Work will be performed by Indigenous businesses under a subcontract or under a joint venture with the bidder, and/or by Indigenous persons employed by the bidder, and the role and involvement of such Indigenous businesses and/or Indigenous persons; and</p> <p>b) for each part of the Work identified in a), specify the name of each of the Indigenous businesses or Indigenous persons that the bidder is proposing to rely upon and describe the relationship between the bidder and each of them.</p>	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not Met</p>
M2	<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 strategic and media planning as well as media buying for 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> <p>a) Broadcast (TV and/or radio)</p> <p>b) Print</p> <p>c) Digital</p>	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not Met</p>

#	Mandatory Technical Evaluation Criteria	Scoring Methodology
	<p>d) Out-of-home e) Cinema f) Social media</p> <p>Submission requirement</p> <p>The bidder must demonstrate how they meet this requirement by providing the following information for each national multimedia advertising campaign cited:</p> <p>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 the strategic and media planning as well as media buying for the campaign; d) the overall objectives of the campaign; and e) the client organization name and the telephone number and email address for a contact person who can confirm the description provided.</p>	
M3	<p>Media Cost Guide</p> <p>Within the last two years of the RFP closing date, the bidder must demonstrate that they have experience developing complex media cost guides.</p> <p>For the purposes of this criterion, “complex” means a cost guide that includes negotiated advertising rates of media suppliers and covering at least two of the following media channels:</p> <p>a) Broadcast (TV and/or radio) b) Print c) Digital</p> <p>Submission Requirements</p> <p>The bidder must demonstrate how they meet the requirement by providing one media cost guide produced by the bidder within the last two years from the RFP closing date and specify the following information:</p> <p>1. The media channels identified in the cost guide; 2. The geographic location where the media suppliers are located;</p>	<p><input type="checkbox"/> Met <input type="checkbox"/> Not Met</p>

#	Mandatory Technical Evaluation Criteria	Scoring Methodology
	<p>3. The markets targeted in the cost guide; and</p> <p>4. The name, telephone number and email addresses for client representatives who can confirm the information provided.</p>	
M4	<p>Proposed Work Plan</p> <p>The bidder must provide a detailed work plan to carry out the Work set out in sections 8.02 and 8.03 of the SOW to meet the milestones set out in Section 8 of the SOW for the Campaign, based on the assumption that the Effective Date of the Contract will be September 15, 2021.</p> <p>Submission requirement</p> <p>The bidder must provide, with their proposal, a work plan by completing the columns titled “Task Description” and “Task Duration” of Part I of the Phase I CPRF template, attached hereto as Annex A to Part 8. When responding to this criterion, the bidder must not insert any financial data into the shaded areas of Part I of the Phase I CPRF.</p>	<p><input type="checkbox"/> Met</p> <p><input type="checkbox"/> Not Met</p>
M5	<p>Project Team – Proposed Corporate Structure and Resource Allocation</p> <p>The bidder must outline their proposed corporate structure and resource allocation and identify their project team, who will perform the following requirements set out in the SOW:</p> <ol style="list-style-type: none"> 1. Section 8.02 of the SOW: Strategic Planning Services 2. Section 8.03 of the SOW: Media Negotiation and Buying Services 3. Section 8.04 of the SOW: Trafficking 4. Section 8.05 of the SOW: Evaluation and Reporting <p>Submission Requirements</p> <p>The bidder must provide a corporate organization chart that identifies their proposed corporate structure and resource allocation to achieve the requirements set out in sections 8.02, 8.03, 8.04 and 8.05 of the SOW. The corporate organization chart must identify the bidder’s proposed project team for each of the four service areas (strategic planning services, media negotiation and buying services, trafficking, and evaluation and reporting) and provide, at a minimum, the following details:</p> <ol style="list-style-type: none"> 1. Lines of authority; 	

#	Mandatory Technical Evaluation Criteria	Scoring Methodology
	<p>2. Resource category;</p> <p>3. Responsibility for each resource; and</p> <p>4. Number of resources.</p> <p>Note: The bidder must describe how their proposed project team for each of the four service areas mentioned above will achieve the requirements of sections 8.02, 8.03, 8.04 and 8.05 of the SOW.</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 demonstrate that they have maintained a corporate account for at least three cumulative years, which required the strategic and media planning as well as media buying for national, bilingual multimedia advertising campaigns for multiple target audiences.</p> <p>For the purposes of this point-rated criterion:</p> <p>“national” means a media placement conducted for advertisements appearing in at least seven of the provinces and territories of Canada;</p> <p>“bilingual” means English and French; and</p> <p>“multimedia” means 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 should demonstrate that they meet the requirement by providing two project descriptions that describe two separate national, bilingual multimedia advertising campaigns, as described above. Each project description should include the following information:</p> <ol style="list-style-type: none"> 1. The provinces and territories where the campaign ran; 2. The media channels used (see items a to f above), provided by a link to a storage platform containing a sample product and/or a USB; 3. A description of 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; 	/50

#	Rated Technical Evaluation Criteria	Max. Points
	<p>4. The linguistic requirements for the campaign;</p> <p>5. A list of the primary and secondary target audience groups;</p> <p>6. The client organization name and the telephone number and email address for a contact person who can confirm the description provided.</p> <p>Scoring methodology</p> <p>The bidder will receive up to 25 points per media campaign, as follows:</p> <p>Media channels – maximum of 10 points</p> <p>Seven media channels = 10 points</p> <p>Four to six media channels = 5 points</p> <p>One to three media channels = 1 point</p> <p>Number of target audiences – maximum of 10 points</p> <p>Five or more target audiences = 10 points</p> <p>Three to four target audiences = 5 points</p> <p>Two or fewer target audiences = 1 point</p> <p>Number of provinces the advertising campaign ran in – maximum of 5 points</p> <p>Seven provinces = 5 points</p> <p>Fewer than seven provinces = 0 point</p>	
R2	<p>Multimedia Advertising Campaign Experience – Indigenous Target Groups</p> <p>The bidder should have experience in strategic and media planning as well as media buying for multimedia advertising campaigns for an Indigenous audience, either as a targeted segment of an overall advertising 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 	/15

#	Rated Technical Evaluation Criteria	Max. Points
	<p>d) Out-of-home</p> <p>e) Cinema</p> <p>f) Social media</p> <p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing one project description that describes one multimedia advertising campaign where they were responsible for the strategic and media planning as well as media buying for an Indigenous audience, either entirely or as a targeted segment of an overall advertising campaign strategy.</p> <p>The project description should include the following information:</p> <ol style="list-style-type: none"> 1. The media strategy used (see items a to f above) for the Indigenous target audience, provided by a link to a storage platform containing a sample product and/or a USB; 2. How the media plan was structured to reach the Indigenous target audience; 3. The bidder’s roles and responsibilities for the campaign; and 4. The client organization name and the telephone number and email address for a contact person who can confirm the description provided. <p>Where the media strategy developed for the Indigenous target audience was a portion of an overall advertising campaign, the bidder should also describe, at a minimum, the following:</p> <ol style="list-style-type: none"> 1. The objectives of the campaign; 2. The target audience(s); 3. The media channels used for the campaign; 4. The scope (national, provincial or regional); and 5. The language selection and rationale. <p>Scoring methodology</p> <p>The bidder will receive up to 15 points for clearly demonstrated experience in the criterion described above, as follows:</p> <p>15 points (i.e. full points): Project description provides all (100%) the requested information in sufficient detail and includes a clear and</p>	

#	Rated Technical Evaluation Criteria	Max. Points
	<p>comprehensive list of activities completed, demonstrating that 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 that 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 that it meets the requirement above.</p> <p>0 point: Project is not relevant to the requirement, or insufficient information was provided to assess it.</p>	
R3	<p>Canadian Multimedia Advertising Campaign Experience – Ethnocultural Target Groups</p> <p>The bidder should have experience in strategic and media planning as well as media buying for multimedia advertising campaigns for ethnocultural communities (other than Indigenous communities), either as a targeted segment of an 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>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing one project description that describes one multimedia advertising campaign where they were responsible for the strategic and media planning as well as media buying and which included a media strategy for an ethnocultural audience, either entirely or as a segment of the overall campaign strategy.</p>	15

#	Rated Technical Evaluation Criteria	Max. Points
	<p>The project description should include the following information:</p> <ol style="list-style-type: none"> 1. The media strategy used (see items a to f above) for the ethnocultural community, provided by a link to a storage platform containing a sample product and/or a USB; 2. How the media plan was structured to reach the ethnocultural target audience; 3. The bidder’s roles and responsibilities for the campaign; and 4. The client organization name and the telephone number and email address for a contact person who can confirm the description provided. <p>Where the media strategy developed for the ethnocultural target audience was a portion of an overall advertising campaign, the bidder should also describe, at a minimum, the following:</p> <ol style="list-style-type: none"> 1. The objectives of the campaign; 2. The target audience(s); 3. The media channels used for the campaign; 4. The scope (national, provincial or regional); and 5. The language selection and rationale. <p>Scoring methodology</p> <p>The bidder will receive up to 15 points for clearly demonstrated experience in the criterion described above, as follows:</p> <p>15 points (i.e. full points): Project description provides all (100%) the requested information in sufficient detail and includes a clear and comprehensive list of activities completed, demonstrating that 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 that 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 that it meets the requirement above.</p> <p>0 point: Project is not relevant to the requirement, or insufficient information was provided to assess it.</p>	

#	Rated Technical Evaluation Criteria	Max. Points
R4	<p>Experience – Youth Target Groups</p> <p>The bidder should have experience in strategic and media planning as well as media buying for multimedia advertising campaigns for youth audiences, either as a targeted segment of an 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 audience” means adults 18 to 24 years of age.</p> <p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing one project description that describes one multimedia advertising campaign where they were responsible for the strategic and media planning as well as media buying, and which included a media strategy for youth audiences, either entirely or as a segment of the overall campaign strategy.</p> <p>The project description should include the following information:</p> <ol style="list-style-type: none"> 1. The media strategy used (see items a to f above) for the youth target audience and a link to a storage platform containing a sample product and/or a USB; 2. The bidder’s roles and responsibilities for the campaign; and 3. 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 15 points for 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%) the requested information in sufficient detail and includes a clear and comprehensive list of activities completed, demonstrating that 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 that 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 that it meets the requirement above.</p> <p>0 point: Project is not relevant to the requirement, or insufficient information is provided to assess it.</p>	
R5	<p>Bidder’s Proposed Work Plan</p> <p>The work plan proposed by the bidder, in response to Mandatory Criterion M4, will be assessed against the following criteria:</p> <ol style="list-style-type: none"> 1. Applicability of designated tasks to sections 8.02 and 8.03 of the SOW; and 2. Completeness of the proposed task list relevant to sections 8.02 and 8.03 of the SOW. <p>Submission requirement</p> <p>The bidder should describe by subdividing into tasks, how they will perform the work set out in sections 8.02 and 8.03 of the SOW.</p> <p>Scoring methodology</p> <p>The bidder will receive up to 35 points for the applicability of the designated tasks set out in the work plan, broken down as follows:</p> <p>Up to 10 points will be awarded for the applicability of the designated tasks set out in the work plan, broken down as follows:</p> <p>10 points: All tasks identified are applicable to the Work set out in sections 8.02 and 8.03 of the SOW;</p> <p>7 points: All but one or two tasks are applicable to the Work set out in sections 8.02 and 8.03 of the SOW;</p> <p>3 points: All but three or four tasks are applicable to the Work set out in sections 8.02 and 8.03 of the SOW;</p>	35

#	Rated Technical Evaluation Criteria	Max. Points
	<p>0 point: More than four tasks are not applicable to the Work set out in sections 8.02 and 8.03 of the SOW, and/or no information was provided.</p> <p>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:</p> <p>25 points: All tasks required to complete the Work set out in sections 8.02 and 8.03 of the SOW have been identified;</p> <p>17 points: All but one or two tasks required to complete the Work set out in sections 8.02 and 8.03 of the SOW have been identified;</p> <p>8 points: All but three or four tasks required to complete the Work set out in sections 8.02 and 8.03 of the SOW have been identified;</p> <p>0 point: More than four tasks required to complete the Work set out in sections 8.02 and 8.03 of the SOW have not been identified, and/or no information was provided.</p>	
R6	<p>Performance Measurement Tools</p> <p>The bidder should have in place, at the RFP closing date, performance measurement tools to evaluate campaign objectives, products and services.</p> <p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing description(s) for a maximum of three performance measurement tools they have available at the RFP closing date to evaluate campaign objectives, products and services and explain how such tools will be effective in meeting EC's requirements.</p> <p>The project description(s) should include the following information:</p> <ol style="list-style-type: none"> 1. Description of the performance measurement tool available at the RFP closing date; 2. An example of a specific advertising campaign where the bidder used the performance measurement tool; 3. An explanation of how the performance measurement tool will be effective in producing quality results for the requirements set out in the SOW. <p>Scoring methodology</p> <p>A maximum of 10 points per performance measurement tool will be allocated, as set out below.</p>	/30

#	Rated Technical Evaluation Criteria	Max. Points
	<p>Up to 5 points will be awarded for the performance measurement tool(s) available at the RFP closing date:</p> <p>Meets the requirement – 5 points The bidder has in place and makes use of performance measurement tool(s) to evaluate each of the campaign objectives, products and services.</p> <p>Meets some of the requirement – 3 points The bidder uses performance measurement tool(s) to evaluate any one of the campaign objectives, products and services.</p> <p>Fails to meet the requirement – 0 point The bidder does not use performance measurement tool(s) to evaluate any one of the campaign objectives, products or services.</p> <p>Up to 5 points will be awarded for the effectiveness of the performance measurement tool(s) in meeting EC’s requirements.</p> <p>Meets the requirement – 5 points The explanation provided by the bidder demonstrates that they will be able to deliver quality results for EC’s requirements.</p> <p>Partially meets the requirement – 3 points It is questionable from the explanation provided by the bidder whether they will be able to deliver quality results for EC’s requirements.</p> <p>Fails to meet the requirement – 0 point It is doubtful from the explanation provided by the bidder that they will be able to deliver quality results for EC’s requirements.</p>	
R7.1	<p>Account Management – Resource Work Experience</p> <p>The bidder should propose one resource from the management project team who will be responsible for performing the account management and coordination services set out in subsection 8.01.01 of the SOW.</p> <p>The proposed resource should have experience as an account manager for a major advertising account related to the strategic planning and media buying for an advertising campaign.</p> <p>For the purposes of this point-rated criterion, “major advertising account” means a corporate account grossing \$1 million annually.</p>	30

#	Rated Technical Evaluation Criteria	Max. Points
	<p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing two project descriptions that describe two separate advertising campaigns to demonstrate the proposed resource’s experience as an account manager for a major advertising account.</p> <p>Each project description should include the following information:</p> <ol style="list-style-type: none"> 1. The role and responsibilities of the proposed resource for the account/campaigns cited; 2. The amount billed to the client for work relating to the advertising campaign (GST/HST excluded); 3. The media strategy used for the campaign; 4. The target audience; 5. The media channels used in the campaign; 6. The client organization name and the name of a contact person who can confirm the description provided and provide their telephone number and regular and email addresses; and 7. A bio for the proposed resource, which clearly supports the experience indicated in the bidder’s response. <p>Scoring methodology</p> <p>The bidder will receive up to 15 points per advertising campaign that clearly demonstrates their experience in the criterion described above, as follows:</p> <p>15 points: The proposed resource has five or more years of experience overseeing a major advertising account.</p> <p>10 points: The proposed resource has three to four years of experience overseeing a major advertising account.</p> <p>5 points: The proposed resource has one to two years of experience overseeing a major advertising account.</p> <p>0 point: The proposed resource has less than one year of experience overseeing a major advertising account.</p>	

#	Rated Technical Evaluation Criteria	Max. Points
R7.2	<p>Strategic Planning Services Management – Resource Work Experience</p> <p>The bidder should propose one resource who will be responsible for performing the strategic and media planning services set out in subsections 8.02.01 and 8.02.02 of the SOW.</p> <p>The proposed resource should have experience as a strategic and media planning manager for a major advertising campaign.</p> <p>For the purposes of this point-rated criterion, “major advertising campaign” means a media buy with a total value of over \$1 million.</p> <p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing two project descriptions that describe two separate advertising campaigns to demonstrate the proposed resource’s experience as a strategic and media planning manager for a major advertising campaign.</p> <p>The project descriptions should include the following information:</p> <ol style="list-style-type: none"> 1. The role and responsibilities of the proposed resource for each campaign cited; 2. The amount of the media buy for the campaign; 3. A description of the objectives of the media strategy and plan; 4. The media strategy used for the campaign; 5. The target audience; 6. The media channels used in the campaign; 7. The outcome/results; 8. The client organization name and the name of a contact person who can confirm the description provided and provide their telephone number and regular and email addresses; and 9. A bio for the proposed resource, which clearly supports the experience indicated in the bidder’s response. <p>Scoring methodology</p> <p>The bidder will receive up to 10 points per project description that clearly demonstrates the experience in the criterion described above, as follows:</p>	20

#	Rated Technical Evaluation Criteria	Max. Points
	<p>10 points: The proposed resource has five or more years of experience developing media strategies and plans.</p> <p>7 points: The proposed resource has three to four years of experience developing media strategies and plans.</p> <p>5 points: The proposed resource has one to two years of experience developing media strategies and plans.</p> <p>0 point: The proposed resource has less than one year of experience developing media strategies and plans.</p> <p>Note: The resource identified in criterion R7.1 who is responsible for the management services set out in Section 8.01 of the SOW should have the experience and capabilities indicated in criterion R7.1. The same resource from the Management Project Team can be proposed for criteria R7.1, R7.2, R7.3 and R7.4 so long as they have the experience and capabilities indicated in each criterion.</p>	
<p>R7.3</p>	<p>Media Negotiation and Buying Services Management – Resource Work Experience</p> <p>The bidder should propose one resource who will be responsible for performing the media negotiation and buying services set out in Section 8.03 of the SOW.</p> <p>The proposed resource should have experience as a media negotiator and buyer-manager for a major advertising account related to the media buying for an advertising campaign.</p> <p>For the purposes of this point-rated criterion, “major advertising campaign” means a media buy with a total value of over \$1 million.</p> <p>Submission requirement</p> <p>The bidder should demonstrate that they meet the requirement by providing two project descriptions that describe two separate advertising campaigns to demonstrate the proposed resource’s experience as a media negotiator and buyer-manager for a major advertising campaign.</p> <p>The project descriptions should include the following information:</p> <ol style="list-style-type: none"> 1. The role and responsibilities of the proposed resource for the campaigns cited; 2. The amount of the media buy for the campaign; 3. The media channels used in the campaign; 	<p>20</p>

#	Rated Technical Evaluation Criteria	Max. Points
	<p>4. The geographic location where the advertisements were run;</p> <p>5. The client organization name and the name of a contact person who can confirm the description provided and provide their telephone number and regular and email addresses; and</p> <p>6. A bio for the proposed resource, which clearly supports the experience indicated in the bidder’s response.</p> <p>The bidder will receive up to 10 points per project description that clearly demonstrates the experience in the criterion described above, as follows:</p> <p>10 points: The proposed resource has five or more years of experience in media negotiation and buying.</p> <p>7 points: The proposed resource has three to four years of experience in media negotiation and buying.</p> <p>5 points: The proposed resource has one to two years of experience in media negotiation and buying.</p> <p>0 point: The proposed resource has less than one year of experience in media negotiation and buying.</p> <p>Note: At least one of the resources identified in criterion R7.1 who is responsible for the management services set out in Section 8.01 of the SOW should have the experience and capabilities indicated in criterion R7.1. The same resource from the Management Project Team can be proposed for criteria R7.1, R7.2, R7.3 and R7.4 so long as the resource has the experience and capabilities indicated in each criterion.</p>	
R7.4	<p>Backup Personnel</p> <p>For the account manager proposed by the bidder in R7.1, the bidder should identify a resource who will provide backup in the event that the account manager cannot continue with their responsibilities.</p> <p>Backup personnel should meet the qualifications specified in R7.1.</p> <p>Submission requirement</p> <p>The bidder should provide a detailed bio for the proposed backup resource, which clearly demonstrates that the proposed resource meets the qualifications of account manager.</p> <p>Scoring methodology</p> <p>The bidder will receive up to 10 points for clearly demonstrated</p>	/10

#	Rated Technical Evaluation Criteria	Max. Points
	<p>experience in the criterion described above, as follows:</p> <p>10 points: The proposed resource has five or more years of experience overseeing a major advertising account.</p> <p>7 points: The proposed resource has three to four years of experience overseeing a major advertising account.</p> <p>5 points: The proposed resource has one to two years of experience overseeing a major advertising account.</p> <p>0 point: The proposed resource has less than one year of experience overseeing a major advertising account.</p> <p>Note: At least one of the resources identified in criterion R7.1 who is responsible for the management services set out in Section 8.01 of the SOW should have the experience and capabilities indicated in criterion R7.1. The same resource from the Management Project Team can be proposed for criteria R7.1, R7.2, R7.3 and R7.4 so long as the resource has the experience and capabilities indicated in each criterion.</p>	
<p>MAXIMUM POINTS AVAILABLE = 240 POINTS</p>		
<p>MINIMUM PASS MARK OF 70% OVERALL = 168 POINTS</p>		

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 EC 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 R7.1 and R7.2. (25 minutes maximum)

Part 3: The third part of the presentation is to be made by the resources proposed in response to criteria R7.1 and R7.2. They will provide a description of their role and responsibilities in delivering the VIC #1. The resource 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)

Scoring Methodology

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

Criterion	Title	Max. points
CP1	Bidder's overall understanding of the complexity of the requirements set out in the SOW	25
CP2	Bidder's strategic planning approach	20
CP3	Management team's understanding of their roles and responsibilities	15
CP4	Bidder's management approach	15
CP5	Bidder's media buy 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% OVERALL = 70 POINTS		

Rating	Description	Percentage allocated
Very Good	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	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	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.	25%