

**TELEFILM**  
**C A N A D A**

**PARTNER**  
**OF ▶**  
**CHOICE**

**REQUEST FOR PROPOSALS:**  
**RETURN TO CINEMAS**  
**PUBLIC SERVICE CAMPAIGN**

Solicitation No.: TFC-037-05102021

October 5, 2021

**TELEFILM.CA**    

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## **1. GENERAL INFORMATION**

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### **1.1 Confidentiality**

This document contains confidential information belonging to Telefilm Canada (“**Telefilm**” or the “**Corporation**”), which is provided solely to enable bidders to evaluate the bid solicitation. In obtaining this document and having knowledge of its content, the recipient agrees to keep the information contained herein confidential and not to reproduce or otherwise disclose it to anyone other than the persons directly responsible for evaluating the content of the bid solicitation, unless otherwise explicitly authorized by Telefilm. Furthermore, bidders acknowledge that Telefilm is a Crown corporation subject to the *Access to Information Act* and the *Privacy Act*.

Telefilm reserves the right to request that this document and any other confidential information provided to bidders in the course of this bid solicitation process be destroyed once a bidder has completed the evaluation. Telefilm further reserves the right to ask bidders to confirm such destruction.

### **1.2 Security requirements**

The successful bidder will need to have obtained any security screening or clearance that may be requested by Telefilm. This includes but is not limited to security screenings for the proposed lead partner and other core resources. Bidders should indicate, in their bid submission, any security assessment that is readily available for the proposed resources.

### **1.3 Debriefings**

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to Telefilm within 15 business days from receipt of the results of the bid solicitation process.

### **1.4 Ownership of proposal**

This bid solicitation and the documents related thereto shall remain the sole property of Telefilm and will not be returned to the bidder.

### **1.5 Responsibility and costs incurred by bidders**

All costs, charges, expenses, etc., direct and indirect, incurred and/or paid by the bidders in order to participate in this bid solicitation shall be the sole responsibility of the bidders.

### **1.6 Withdrawal of a bid**

Bidders may withdraw their bid by email at any time prior to the time and deadline set forth for the receipt of bids. Such withdrawal shall not affect a bidder’s ability to submit a new bid within the prescribed bid period.

### **1.7 Modification of bid solicitation**

Telefilm reserves the right to amend or otherwise modify, clarify or correct this bid solicitation, in whole or in part, at any time following the opening date of the bid solicitation. These amendments or modifications may include, among other things, clarifications made following a request for information from one of the bidders involved in the process.

Bidders will be notified of any amendment or modification by way of an addendum, which will be annexed to the bid solicitation and form an integral part thereof.

### **1.8 Validity of bids**

Bids submitted must remain valid for a period of 120 days after the date and time of the deadline set forth for the receipt of bids.

### 1.9 Summary of the statement of work

Telefilm Canada is seeking a full-service marketing firm to develop, design, and implement a highly effective a public service campaign in both languages, the objective of which is to encourage Canadian consumers back to the cinemas.

This document constitutes a request for proposals for the selection of the consulting firm. The mandate will be granted for one year period starting October 2021.

The detailed statement of work is presented in [Appendix A](#). The mandate shall be granted for a period of one year, starting October 2021, with possible extensions (see section 6.1).

### 1.10 Legal framework

Telefilm is a Crown corporation subject to the *Telefilm Canada Act*, as well as to certain provisions found in Part X of the *Financial Administration Act* (the “**FAA**”) and in Part VIII of the *Financial Administration Act* (chapter F-10 of the Revised Statutes of Canada, 1970, as it read immediately before September 1, 1984). Under section 131 of the FAA, Telefilm must keep books of account and records, and maintain financial and management control, information systems and management practices.

To this end, Telefilm must ensure that its books, records, systems and practices are kept and maintained in such manner as will provide reasonable assurance that:

- its assets are safeguarded and controlled;
- its transactions are in accordance with the relevant provisions of the FAA and its regulations, its act of incorporation and its by-laws, and that they comply with any instructions it was given; and
- its financial, human and physical resources are managed economically and efficiently, and that its operations are carried out effectively.

Telefilm performs internal audits of its operations in order to ensure that the aforementioned considerations are in compliance with the applicable legal framework.

Furthermore, in accordance with the *Telefilm Canada Act*, the Auditor General of Canada examines Telefilm’s accounts and financial transactions, and produces a report, as part of its annual audit of Telefilm. To this end, the Auditor General of Canada may rely, to the extent they consider practicable, on any internal audit. In addition, the Office of the Auditor General of Canada carries out a Special Examination at least once every 10 years. Such Special Examination was last conducted during Telefilm’s fiscal year 2019-2020.

Lastly, Telefilm has defined the oversight of the internal audit services in the charter of its Audit and Finance Committee (the “**AFC**”).

## 2. BIDDER INSTRUCTIONS

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### 2.1 Standard instructions, clauses and conditions

Bidders that submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

### 2.2 Notice of intent to respond

All bidders may notify Telefilm by email at [appel4@telefilm.ca](mailto:appel4@telefilm.ca) of their intent to respond to the bid solicitation. The notice of intent to respond should include the following information:

- Project name (Return to cinemas campaign)
- Intent to respond (yes or no)
- Company name
- Name of contact person
- Telephone number of contact person
- Email address of contact person

### 2.3 Point of contact

Each bidder should appoint a person who will be the sole point of contact during the entire bid solicitation process. All communications from Telefilm will be sent to this person.

### 2.4 Enquiries - bid solicitation

All enquiries must be submitted by email to [appel4@telefilm.ca](mailto:appel4@telefilm.ca) no later than 5 calendar days before the bid closing date. Enquiries received after that time may not be answered. Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail to enable Telefilm to provide an accurate answer. Telefilm may edit the question(s) or may request that the bidder do so, so that the proprietary nature of the enquiry is eliminated and the question(s) and answer(s) can be shared with all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Telefilm.

### 2.5 Submission of bids and awarding of contract

Bidders must prepare a single bid in compliance with the requirements of this bid solicitation. Bidders must submit their bid by email to [appel4@telefilm.ca](mailto:appel4@telefilm.ca) with clear indication in the subject as follows: **REQUEST FOR PROPOSALS: RETURN TO CINEMAS CAMPAIGN**. Assuming that normal conditions prevail, Telefilm expects to select and award the contract in October 2021 in order to have the provider of services ready to work immediately.

### 2.6 Applicable laws

See contract clauses at section 6.11.7.

### 2.7 Bid challenge and recourse mechanisms

Mechanisms are available to potential bidders to challenge aspects of the procurement process up to and including contract award. Telefilm encourages bidders to first bring their concerns to the attention of the resource persons listed under section 2.8 below. Should bidders continue to be dissatisfied with a decision, they may appeal to Telefilm's Appeal Committee in writing within 10 business days of the date of receipt of the decision at issue.

### 2.8 Resource persons

Marie-Christine Lambert Advisor, Communications & Promotion	Andrea Archibald Director, Communications
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360 Saint-Jacques Street, Suite #600  
Montréal, QC H2Y 1P5  
**(Please note: the mailroom is temporarily closed due to Covid-19)**  
Email: [appel4@telefilm.ca](mailto:appel4@telefilm.ca)

### 3. BID PREPARATION INSTRUCTIONS

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The information that follows is intended to standardize the presentation of proposals to ensure a simple and efficient process.

All information related to the bid may be written in either of Canada's official languages.

#### 3.1 Section I: Technical bid

Bidders should provide the following information, as applicable, for each of the deliverables and duties listed as below:

- Submit a working methodology, including expected roles and responsibilities of both the bidder and Telefilm Canada
- Submit a list of deliverables and a preliminary timeline in the form of a project plan
- Project plan should highlight major phase or activities and contain:
  - **Services:** Full list of services that will be provided in order to fulfill this mandate within the given budget;
  - **Resources:** Proposed available skilled resources, including type and level of resources with their professional qualifications/designations;
  - **Hours:** Estimated number of hours per type and level of resource required (lead partner should be clearly identified);
  - **Hourly rates:** Hourly rates per type and level of resource (no additional percentage-based fees allowed; rates should cover all related costs);
  - **Translation fees:** Translation fees should be identified separately (all marketing assets must be produced and delivered in both official languages);
  - **Travel expenses:** Anticipated travel expenses, if required (to be approved and reimbursed in accordance with policies and procedures in force at Telefilm);
  - **Total cost:** Total estimated cost for each item;
  - **Telefilm resource time:** Estimated Telefilm resource time required to deliver each item.
- Submit a detailed required budget
- Present its company in an appendix, including information on the bidder's company, its services, its experience with this type of mandate and its areas of expertise

#### Mandate and deliverables

Telefilm Canada is seeking a full-service marketing firm to develop, design, and implement a highly effective national public service campaign in both languages. The campaign objective is to encourage Canadian consumers back to the cinemas and will be deployed across the country in both digital, broadcast, and print forms.

#### Proposal of services

Bidders must:

- Demonstrate its understanding of the request for proposal;
- Demonstrate its capacity to carry out the work;
- Demonstrate a knowledge of Telefilm Canada, its mandate, and its current promotional activities;
- Demonstrate an in-depth knowledge of the Canadian audiovisual industry, its major players and important partners, and its current challenges;
- Demonstrate an in-depth knowledge of the Canadian consumer markets (both French and English);
- Demonstrate an in-depth knowledge of marketing strategies;
- Provide three client references / mandates of similar type and size, including a description of the mandate; and
- Demonstrate the capacity to work and produce content in both official languages.

## **Deliverables**

More specifically, the service provider will need to:

- Develop, design and execute an inclusive creative campaign to encourage Canadians back to their local movie theatres, while also spotlighting Canada's audiovisual talent
- Develop all creative and marketing assets, in all their various forms and formats
- Deploy campaign on all relevant channels across the country, including but not limited to digital, social media, print, broadcast, and radio
- Provide regular reports on both budget and results
- Provide strategic advice on adjustments and changes as needed to improve overall performance

The service provider will commit to an agreed-on set of deliverables that will include:

### **1. Concept Development**

- Development of an effective public service campaign concept directed at Canadian consumers across Canada in both language markets

### **2. Creative Development & Deployment**

- Conception and creation of all primary marketing assets in both languages (15-second, 30-second, 60-second video)
- Conception and creation of secondary marketing assets in both languages (for print, digital, radio etc. campaign)

### **3. Advertising Strategy & Deployment**

- Develop and deploy paid marketing strategy
- The vendor will be responsible for all media placements, trafficking creative to various media outlets, as well as managing and optimizing all digital campaigns
- Provide regular reports based on industry standard performance indicators and benchmarks, and recommend on how to best improve results

## **Resources**

Bidders should submit the resumes (CVs) of the proposed core resources. For each type of personnel resource proposed, bidders must indicate how many permanent employees it has who are able to carry out the activity.

Appropriate resources must be available to carry out the mandate. In the event that a resource leaves the firm, the firm must propose an equivalent resource, as further explained under section 6.10 below. In the course of the contract, when specific expertise is required or if the proposed resources are not to Telefilm's satisfaction, Telefilm may require that another service provider be used for that mandate, in which case, the service agreement will be modified accordingly.

### **Bilingual capacity of the proposed resources**

Telefilm requires that the proposed core resources be fluent in both English and French (reading comprehension, written expression and oral interaction). The bidder should identify in its bid the name of the proposed resource who meets this requirement.

### 3.2 Section II: Financial bid with detailed cost structure

In addition to the estimated pricing established in the technical bid section, a detailed cost structure is required. Included in this cost structure, bidders must ensure to provide a fee structure for each type of resource identified in the work plans.

## 4. EVALUATION PROCEDURES AND BASIS OF SELECTION

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### 4.1 Evaluation procedures

Bids will be assessed in accordance with the requirements of this bid solicitation, including the technical and financial evaluation criteria detailed below.

A selection committee composed of Telefilm representatives will evaluate the bids.

### 4.2 Mandatory technical criteria (experiences and mandates<sup>1</sup>)

**1) National firm;**

- a. Bidders must hold offices in Canada;
- b. Bidders must provide business location and information about their internal workforce (number of employees)

**2) Bilingual resources;**

- a. The vendor must commit to providing bilingual resources

**3) Capacity to work remotely;**

- a. Bidders must provide methodology used (such as processes and technology) when working remotely
- b. Bidders must indicate two clients as references

**4) Experience in similar mandates;**

- a. The projects must demonstrate the vendor's ability to deliver public service marketing campaigns similar in scope to the campaign described above
- b. Preference given if at least one of the three projects be from the audiovisual industry

**5) Conflict of interest;**

- a. The firm, partner, or proposed resources must not be in conflict of interest with the organization or with a client or partner of the organization

**6) Diversity and inclusion:** Telefilm is committed to an industry that reflects a culture of mutual respect, dignity and inclusivity and expects that bidders embrace these values.

- a. Bidders must provide information about their commitments toward diversity and inclusion.

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<sup>1</sup> Same experiences and mandates can be used in section 4.3 Point-rated technical criteria.

#### 4.3 Point-rated technical criteria

Telefilm is seeking a firm that can provide and pool the best resources:

- 1) **Experience in similar mandates:** Bidders should demonstrate their experience through previous mandates performed by the proposed resources in delivering similar mandates, deliverables and duties.
  - a. The proposal must describe three projects carried out by the bidder over the past three years
- 2) **Experience and expertise in media and entertainment industry (or equivalent):**
  - a. Preference given if at least one of the three projects be from the audiovisual industry
- 3) **Methodology:** Clarity and completeness of the proposed approach, methodologies and processes, and assessment and appreciation of templates and samples.
  - a. Provide the above-mentioned information for each of the following mandates and deliverables:
    - **Concept Development:** development of an effective public service campaign concept directed at Canadian consumers across Canada in both language markets
    - **Creative Development & Deployment:** conception and creation of all primary marketing assets in both languages (15-second, 30-second, 60-second video); and conception and creation of secondary marketing assets in both languages (for print, digital, radio etc. campaign)
    - **Advertising Strategy & Deployment:** development and deployment paid marketing strategy. The vendor will be responsible for all media placements, trafficking creative to various media outlets, as well as managing and optimizing all digital campaigns
    - **Reporting:** providing regular reports based on industry standard performance indicators and benchmarks, and recommendations on how to best improve results
- 4) **Time allocation:** Assessment of the high-level project plan provided showcasing the allocation of time (%) for each resource for each mandate, deliverables and duties along with financial information required for the Point-rated financial evaluation:
  - Type and level of resources
  - Estimated number of hours per resource
  - Hourly rates per resource
  - Expected translation fees
  - Anticipated travel expenses (if required)
  - Total estimated cost for each mandate and grand total
  - Expected Telefilm resource time required to deliver each item
- 5) **Evaluation of experience and qualifications of proposed resources:** Bidders should provide relevant experienced and qualified resources for the purpose of the mandate and the work to be performed.
- 6) **Overall quality:** Understanding of the mandate, completeness, quality of comments and of the bid presentation. Bidders should have demonstrated a thorough understanding of the bid solicitation and their capacity to carry out the work in accordance with all professional standards.
- 7) **Interviews with firms:** Individual meetings with shortlisted bidders. Following the identification of shortlisted bidders, Telefilm will invite them to present their proposals either virtually or in person. The proposed lead partner for the mandate should be accompanied by the principal partner/director and one of the core proposed resources.

#### 4.4 Point-rated financial evaluation

Telefilm intends to get the best value and best results for its investment.

##### Detailed cost structure

The vendor must provide a fee structure for each type of resource identified in the work plans. In addition to the hourly rate, the vendor must indicate the number of years of experience and the level of expertise (e.g. certification) of identified resources.

##### Budget

The flat rate for this mandate is **\$200,000 CAD** (before taxes) for the creative services provided as described above (agency fees), and **\$250,000 CAD** (before taxes) in production fees for a total of no more than **\$450,000** (tax excluded).

The paid media budget will be in addition to the service and production fees. A total of **\$2,186,000 CAD** has been allotted to paid media placement.

The amount submitted must be all-inclusive and be confirmed by the vendor's undertaking to fully carry out the mandate for a flat rate. Any addition or modification liable to limit the scope of this undertaking will result in rejection of the service offer.

#### 4.5 Basis of selection

The contract will be awarded to the bidder based on the following evaluation grid:

Respect the mandatory technical criteria (yes/no)	10%
Meet the technical requirements	25%
Specific criteria	30%
Financial evaluation	15%
Interviews with bidders & team presentation (overall quality)	20%
<b>Total</b>	<b>100%</b>

#### 5. CERTIFICATIONS AND ADDITIONAL INFORMATION

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Bidders must provide the following authorization and additional information:

- a signature authorization letter indicating that the appointed representative is authorized to sign on behalf of the firm and thus to bid on its behalf;
- the bidder's most recent financial statements;
- brochures and supporting documentation on products and services; and
- Any additional information relevant to the submission

Information provided to Telefilm by bidders is subject to verification by Telefilm at all times. Unless otherwise specified, Telefilm will declare a bid non-responsive or will declare a bidder in default if any certification made by the bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

Telefilm will have the right to ask for additional information to verify a bidder's information. Failure to comply and to cooperate with any request or requirement imposed by Telefilm will render the bid non-responsive.

The firm, lead partner, and proposed resources must not be in conflict of interest with Telefilm.

## 5.1 Rights reserved

Telefilm reserves the right to:

- make changes to the bid solicitation document, in compliance with section 1.7 hereof;
- accept none of the bidders received, without justification or obligation to the other bidders;
- choose bidders it believes to be qualified to submit a competitive bid, negotiate with them and conclude negotiations without incurring liability;
- enter into negotiations with bidders on any or all aspects of their bids;
- seek clarification or verification from bidders regarding any or all information provided by them with respect to the bid solicitation;
- withhold information related to the final selection process;
- contact any or all references supplied by bidders to verify and validate any information submitted by them;
- conduct a survey of bidders' facilities and/or examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the bid solicitation;
- verify any information provided by bidders through independent research, use of any government resources or by contacting third parties;
- interview, at the sole costs of bidders, any bidder and/or any or all of the resources proposed by bidders to fulfill the requirement of the bid solicitation;
- cancel the bid solicitation at any time;
- reissue the bid solicitation.

## APPENDIX A – STATEMENT OF WORK

Telefilm Canada is seeking a full-service marketing firm to develop, design, and implement a highly effective a public service campaign in both languages. The campaign objective is to encourage Canadian consumers back to the cinemas, and will be deployed across the country in both digital, broadcast, and print forms, among others.

### More specifically, the service provider will need to:

- Develop, design and execute an inclusive creative campaign to encourage Canadians back to their local movie theatres, while also spotlighting Canada's audiovisual talent
- Develop all creative and marketing assets, in all their various forms and formats
- Deploy campaign on all relevant channels across the country, including but not limited to digital, social media, print, broadcast, and radio
- Provide regular reports on both budget and results
- Provide strategic advice on adjustments and changes as needed to improve overall performance

### Scope of mandate

The mandate is for a period of one (1) year. An additional an additional year can be added as an option with predetermined rates or fees.

Aligned with the project's overall objectives, the public service campaign must:

- Effectively reach and encourage Canadian cinemagoers back to their local theatre, supporting this vital player in the audiovisual ecosystem
- Promote Canada's film talent and their productions directly to Canadian consumers
- Represent the diversity (regional, language, gender, Indigenous communities, cultural communities, socioeconomic status, etc.) of Canada itself
- Leverage Telefilm's existing social media platforms including Facebook, Instagram, YouTube, and Twitter, as well as the organization's See It All discoverability tool ([www.telefilm.ca/seeitall](http://www.telefilm.ca/seeitall))

### Deliverables

The service provider will commit to an agreed on set of deliverables that will include:

#### 1. Concept Development

- Development of an effective public service campaign concept directed at Canadian consumers across Canada in both language markets

#### 2. Creative Development & Deployment

- Conception and creation of all primary marketing assets in both languages (15-second, 30-second, 60-second video)
- Conception and creation of secondary marketing assets in both languages (for print, digital, radio etc. campaign)

#### 3. Advertising Strategy & Deployment

- Develop and deploy paid marketing strategy
- The vendor will be responsible for all media placements, trafficking creative to various media outlets, as well as managing and optimizing all digital campaigns
- Provide regular reports based on industry standard performance indicators and benchmarks, and recommend on how to best improve results

## APPENDIX B – TELEFILM AND ITS ENVIRONMENT

### Context

Canada's audiovisual industry, and most particularly film exhibitors (ie. movie theatres), were extremely hard hit by the COVID-19 pandemic. As such, the Minister of Canadian Heritage most recently announced the Recovery Fund for Arts, Culture, Heritage and Sport Sectors, which will inject \$300M over two years, as well as the Reopening Fund, which will further inject \$200M over two years.

Telefilm has been tasked with administering \$25M over two years to support exhibitors across the country to recover and resume pre-pandemic level of activities, through our existing Theatrical Exhibition Program as well as funds to allocate towards complimentary promotional initiatives to encourage Canadian audiences back to cinemas. Telefilm will allocate an additional Reopening funds to film festivals across the country through the existing Promotion Program.

### Background: Ongoing promotional initiatives

Telefilm's Communications department actively promotes Canadian talent and content to Canadian consumers through several initiatives, including an ongoing social media campaign. Since 2020, we have also launched a podcast in each language market – [Maple Popcorn](#) hosted by Marriska Fernandes and [Sortez le popcorn](#) hosted by Catherine Beauchamp – to spotlight Canadian talent and films, supported by a fulsome marketing campaign.

As well, in 2020, Telefilm created and launched the [See It All page \(Plein la vue\)](#), an interactive page that helps Canadians find the latest film on the platform or in the local cinema of their choice. See It All is supported by a digital marketing campaign, as well as a national micro-influencer campaign.

We have also increased the number of platform partners to include Apple, Crave, CBC Gem, icitou.tv, Hollywood Suite, among others in order to better promote Canadian films on platforms.

The organization's promotional activities have the following objectives:

- increase the awareness of Canadian feature films
- improve the overall positive perception of Canadian feature films
- improve the discoverability of Canadian feature films