



Addendum # 01
17 December 2021
DDPINT-410-21-1533

Subject

Addendum related to the Request for Proposals for **Advertising Agency** (the “RFP”).

Addendum details

This addendum is being issued to modify the timeline of the RFP and several other aspects of the RFP, including the evaluation process. Therefore:

A- Deletion of stage V of the evaluation process

Part D – Case study and oral presentation (30 points) (Stage V of the Rated Information of the evaluation process) is deleted.

B- Modification of the scoring for stage IV of the evaluation process

The number of points related to stage IV of the evaluation process (corresponding to **Part C – Pricing** of the Rated Information of the RFP) is modified by reducing the total points available from 40 to 32 points.

To that effect, Part C – Pricing (Stage IV) is hereby deleted and replaced with the following Part C – Pricing (Stage IV):

Part C – Pricing (Stage IV)		<i>Available points: 32</i>
3.3.15 Pricing Pricing is to be set out in a completed version of the Pricing Schedule. Failure to complete the Pricing Schedule in full and in accordance with the instructions contained in that schedule may result in a lower score (or a zero score), as deviations may render it difficult for the Company to evaluate Proponent’s pricing relative to each other and to the Company’s needs.	32	The Company will allocate: 1) 24 points maximum to the “Hourly rates by profile” section. For each Proposal, a <u>weighted rate</u> will be calculated by multiplying the hourly rates provided by the Proponent to their respective percentages by importance described in table 1 (Hourly rates by profile) of Schedule “Pricing”.

The Proponent is to prepare its Proposal with reference to all of the provisions of the Form of Agreement Schedule, and to factor all of the provisions of the Agreement into its pricing assumptions, calculations and into its proposed pricing.

Therefore, each Proponent will receive a percentage of the total possible points allocated to the weighted rate by dividing the lowest bid weighted rate under this RFP by that Proponent's weighted rate.

For example, if the lowest weighted rate offered by one Proponent is \$120.00, that Proponent will receive 100% of the possible points ($120/120 = 100\%$). A Proponent who bids \$150.00 will receive 80% of the possible points ($120/150 = 80\%$) and a Proponent who bids \$240.00 will receive 50% of the possible points ($120/240 = 50\%$).

$$\frac{\text{Lowest Rate}}{\text{2nd lowest rate}} \times \text{Total available points for Proposal with 2nd lowest Rate.} = \text{Score}$$

$$\frac{\text{Lowest Rate}}{\text{3rd lowest Rate}} \times \text{Total available points for Proposal with 3rd lowest Rate.} = \text{Score}$$

2) **8 points maximum** to the “**Media placement commission percentages**” section, allocated as follows:

a. **Traditional media purchases (4 points maximum)**. Each Proponent will receive a percentage of the total possible points allocated by dividing the lowest bid percentage under this RFP by that Proponent's percentage.

For example, if the lowest percentage offered by one Proponent is 1%, that Proponent will receive 100% of the possible points ($1\%/1\% = 100\%$). A Proponent who bids 1,5% will receive 66,6% of the possible points ($1\%/1,5\% = 66,6\%$) and a Proponent who

		<p>bids 3% will receive 33,3% of the possible points (1%/3% = 33,3%).</p> $\frac{\text{Lowest \%}}{2^{\text{nd}} \text{ lowest \%}} \times \text{Total available points} = \text{Score for Proposal with } 2^{\text{nd}} \text{ lowest \%}.$ $\frac{\text{Lowest \%}}{3^{\text{rd}} \text{ lowest \%}} \times \text{Total available points} = \text{Score for Proposal with } 3^{\text{rd}} \text{ lowest \%}.$ <p>b. Media planning on Company exchanges (4 points maximum). Each Proponent will receive a percentage of the total possible points allocated by dividing the lowest bid percentage under this RFP by that Proponent's percentage.</p> <p>For example, if the lowest percentage offered by one Proponent is 1%, that Proponent will receive 100% of the possible points (1%/1% = 100%). A Proponent who bids 1,5% will receive 66,6% of the possible points (1%/1,5% = 66,6%) and a Proponent who bids 3% will receive 33,3% of the possible points (1%/3% = 33,3%).</p> $\frac{\text{Lowest \%}}{2^{\text{nd}} \text{ lowest \%}} \times \text{Total available points} = \text{Score for Proposal with } 2^{\text{nd}} \text{ lowest \%}.$ $\frac{\text{Lowest \%}}{3^{\text{rd}} \text{ lowest \%}} \times \text{Total available points} = \text{Score for Proposal with } 3^{\text{rd}} \text{ lowest \%}.$
--	--	---

C- Modification of section “3.1 General” and the total amount of points for the evaluation process

Stage V of the evaluation process having been deleted and the scoring for stage IV having been modified as mentioned above, the new total points for this RFP is 100 instead of 138. Therefore, Section 3.1. General of the RFP is hereby deleted and replaced by the new following Section 3.1 General:

“ 3.1 General

The evaluation of the Proposals will be conducted by the Evaluation Team in several stages, as described below. The stages and the points allocated to each stage of the evaluation process are as follows:

Stage	Description	Points	Minimum Score
I	Mandatory Requirements	(Pass/Fail)	Pass
II	Rated Information ¹ : Part A – Scope of Work minimum requirements	(Pass/Fail)	Pass
III	Rated Information ² : Part B – Scope of Work optimal capabilities	68	41
IV	Rated Information: Part C – Pricing	32	Not applicable
V	Reference Check	(Pass/Fail)	Pass
	Total	100	

Proposals that reach or exceed the minimum score for a given stage or rated information will be eligible to proceed to the next stage of the evaluation process (an Eligible Proposal). And to be more precise:

- only Proposals that meet all of the Minimum Requirements in stage II will be considered by the Evaluation Team for the subsequent stage;
- only Proposals that achieve a minimum score of 41 out of 68 points in stage III will be considered by the Evaluation Team for subsequent stages.

Every Proponent should refer to the Proposal Checklist Schedule to verify that it has included in its Proposal everything requested by this RFP.”

^{1 2} Excluding pricing.



D- Modification to section "1.4 RFP Tentative Timetable"

Section 1.4 RFP Tentative Timetable of the RFP is hereby deleted and replaced with the following Section 1.4 RFP Tentative Timetable:

“1.4 RFP Tentative Timetable

The following is a summary of the key dates in the RFP process:

Event	Date
RFP Issue Date	<i>December 8, 2021</i>
Questions to be Submitted in Writing (see Section 2.5.1 (Submission))	<i>January 14, 2022 5:00 pm Eastern Time (Quebec)</i>
Addenda Deadline (see Section 2.5.3 (Issued Addenda))	<i>January 18, 2022</i>
RFP Submission Deadline	<i>January 28, 2022 11 :00 am Eastern Time (Quebec)</i>
Anticipated Agreement Start Date	<i>February 21, 2022</i>

The Company may change any of the above dates and times, including the RFP Submission Deadline, in its sole discretion and without liability, cost, or penalty. In the event a change is made to any of the above dates, the Company will post any such change on the following websites: <https://buyandsell.gc.ca/> and <https://www.merx.com/>.”

E- Modification of the third (3rd) paragraph of section "1.3 Form of Agreement"

The third (3rd) paragraph of Section 1.3 Form of Agreement of the RFP is hereby deleted and replaced with the following paragraph:

“It is anticipated that the Agreement will be signed on or around February 21, 2022.”

F- Modification of the fourth (4th) paragraph of section "2.1.3 Submission"

The fourth (4th) paragraph of Section 2.1.3 Submission of the RFP is hereby deleted and replaced with the following paragraph:

“Requests for clarification must be submitted at least 14 days prior to the RFP Submission Deadline.”

G- Modification of the first (1st) paragraph of section "2.1.5 Issued Addenda"

The first (1st) paragraph of Section 2.1.5 Issued Addenda of the RFP is hereby deleted and replaced with the following paragraph:



“Before submitting a Proposal, a Proponent shall be responsible to verify that it has received all of the Addenda that have been issued, which shall be posted on <https://buyandsell.gc.ca/> and also <https://www.merx.com/> at least 10 days prior to the RFP Submission Deadline, unless it is an Addendum that extends the RFP Submission Deadline.”

H- Modification of the RFP Submission Deadline on the front page of the RFP

The last line of the front page of the RFP is hereby deleted and replaced with the following line:

“Submission Deadline: January 28, 2022 – 11:00 am Eastern Time (Quebec)”

I- Modification of the terminology used within the English version of RFP only

All references to *Bidder* and *Bidders* in the RFP shall have the same meaning as the definition of Proponent and Proponents as described in Section 2.1 of the RFP.

All references to *Bid* and *Bids* in the RFP shall have the same meaning as the definition of Proposal and Proposals as described in Section 2.1 of the RFP.

J- Modification of the fourth (4th) paragraph of section "1.3 Form of Agreement" in the English version of the RFP only

The fourth (4th) paragraph of Section 1.3 Form of Agreement of the RFP is hereby deleted and replaced with the following paragraph:

“The maximum anticipated duration of the Agreement is four (4) years.”

This concludes Addendum #01. The RFP remains unchanged and in effect, except to the extent that it is modified by this Addendum #01.
