



Addendum # 02
January 17, 2022
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 answer questions. Therefore:

Question 1

"Schedule 1 - Section 2: Specific mandate (page 26). Would you mind describing which clienteles are targeted by the Old Port of Montreal and the Montreal Center of Sciences?"

Answer 1

The clientele of the Old Port is very large given the diversity of activities offered, especially during summer. So here are the clienteles we're trying to reach according to seasons, activities and objectives:

- General public: 18 to 64 years old, Greater Montreal.
- Tourist clientele: excursionists (from Quebec), Canada and International.

For the Montréal Science Centre, the two main clienteles are:

- Family with children (0 to 12), Greater Montreal, and excursionist, tourists during summer.
- School groups/teachers from the Greater Montreal, primary and secondary level.

Question 2

"Would you be able to provide examples of past campaigns for the Old Port of Montréal and for the Montréal Centre of Sciences?"

Answer 2

You will find below some of the campaigns that have been produced for the Old Port and the Montréal Science Centre:

<https://drive.google.com/drive/folders/1Hytj4f2VaHPo2PyVdNptum706nsZeQU1?usp=sharing>

This concludes Addendum #02. The RFP remains unchanged and in effect, except to the extent that it is modified by this Addendum #02.
