



Addendum # 01
January 18, 2022
DDPINT-410-21-1534

Subject

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

Addendum details

This addendum is being issued to answer questions. Therefore:

Question 1

“Under 'Rated Information - Part B - 3.3.11', for maximum points, it is desired that resumes for 7 different profiles be submitted. Profiles being:

- Digital Strategist
- Consultant
- SEM Specialist
- Data and Analytics Specialist
- Programmatic Marketing Specialist
- Social Media Advertising Specialist
- Media Planner

Our agency fulfills each of these profiles, however, we have individual team members who fulfill multiple requirements (for example: Our Digital Strategist is also our SEM and Social Media Advertising Specialist). Will we be docked points for not having separate human resources to fulfill these 7 profiles?”

Answer 1

We understand that a same person can have more than one expertise, so simply mention it and include their CV only once. You won't get less points if you demonstrate that people have the necessary expertise for all functions.

Question 2

“Region of Delivery and opportunity is Quebec, does this imply that the company's head office has to be in Quebec or if a company is registered at the Federal or provincial level it still can bid to this solicitation?”

Answer 2

It is not mandatory to have an office in Quebec to participate to this RFP. Please refer to “Part A – Minimum requirements for Scope of Work (Stage II)” to be aware of the minimum requirements that must be met to participate to our process.



Question 3

“If a company has never worked in Quebec but has been in the same business of Digital Advertising can that company bid?”

Answer 3

Yes, sure!

Question 4

“All the required resources need to be provided by one company i.e. If a company can supply only 1 or 3 persons can that company bid?”

“In case one company cannot provide all these resources, will the multiple contracts be awarded to multiple companies?”

Answer 4

This RFP is open to Consortium, meaning several companies could join their efforts and resources to bid, as long as only one member of the Consortium is the official Proponent. Please refer to section 3.3.4. for more details.

The contract will be awarded to one company only. This company could be representing a Consortium or itself.

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