



CMIP21202104

## Amendment No. 1: To the Tender Documents 2022/23 Digital Media Buy Services

Amendment Date: February 11, 2022

To all Bidders:

The Purpose of this Amendment is to address the following questions:

Under Section 1.2

1. Is there any preferred tool to be used for building templates for ads? Or contractor is free to use any tool to create such ad templates?

CMI does not have a preferred tool or template. The Contractor may utilize the tool of their choice. Unless provided otherwise in the Contract, the Work or any part of the Work belongs to CMI after delivery and acceptance by or on behalf of CMI.

2. *Digital offerings include our monthly newsletter*: Does the contractor have to develop this newsletter / newsletter template?

No, the e-newsletter is not part of this contract. For the purpose of this contract, no we are not asking the contractor to develop a newsletter or content for it. The campaign may include a goal to drive newsletter sign-ups.

3. The launch of Season 3 of our podcasts Countless Journeys (English) and D'innombrables Voyages (French): Does the contractor have to develop podcasts? If yes, will it be in both languages English and French?

No. The podcasts are already produced, they will however be included in content we wish to promote in a digital media buy.

4. *Our on-site foot traffic campaigns run seasonally, focusing on the summer/fall time-period*: Does this mean there will be 2 Campaign every year?

Some aspects of the media buy such as search would be 'always-on'. There is a seasonality to our onsite visitation with a focus on tourist traffic roughly May- November and local visitation December – April.

5. Digital projects and offerings: What are the details of digital projects and offerings?

The contract is for strategic digital media planning and buying.

Under Section 2.4

1. Legislative Requirement: Does this mean contractor should involve a lawyer to form the contract?

CMI will form the contract.

#### Under Section 3.1

1. February 14, 2022 Proponent Conference Call: Is this one-on-One conference call?

No, this call is open to all proponents. To join the call:

Join Zoom Meeting

<https://us02web.zoom.us/j/86075877565?pwd=eWp6SVNJM0dDdnd5bVdBaENLV0JyZz09>

2. Does the proponent have to register before attending the conference call on 14 Feb?

No.

3. Is the attendance MUST in Proponent Conference Call?

No.

#### General

1. Is there any preference of media buying as there are so many medias to buy for advertisement?

This contract is just for the digital media buy.

2. Do you have any preference on Direct buy or Programmatic buy?

Both direct and programmatic buys have worked well for our campaigns in the past depending on the offering promoted i.e. a new exhibition versus our podcast. We welcome recommendations that are strategic, cost-effective and help us reach the right audience, at the right time, in the right environment on the right device.

3. How many campaigns need to be developed each year?

See answer to #4 under Section 1.2 above.

4. Out of home media placement refers to outdoor advertising?

Yes, this contract is limited to the digital media buy.

5. Is there any on site meeting required for this project?

No.

6. How will the contractor get the requirement after contract award?

CMI will meet via teleconference or video conference to review the contract with the successful proponent.

7. Are there any deliverable schedule?

A deliverables schedule will be developed with the successful proponent.

8. Is there minimum number of personnel / employees for the contractor to have on board?

No.

9. Does the contractor have to be in business for a particular number of years?

No.

10. Any required certifications / partnership?

No.

11. Multilingual refers to English and French?

Yes.

12. Is there any past campaign profile for reference?

No.

13. Is there any security clearance required to participate or after winning the contract?

Please refer to Section 2 of the RFP.

14. Will CMI pay the tax to the contractor as mentioned on invoice?

Yes.

15. When is the closing date for questions?

February 16, 2022 at 2 pm.

**End of Document**