



CMIP21202104

Amendment No. 2: To the Tender Documents 2022/23 Digital Media Buy Services

Amendment Date: February 16, 2022

To all Bidders:

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

1. Which digital channels would you like support in under this contract as we have relationships with a few of them that could be explored for the Museum? Our digital campaigns typically include paid search, display, paid social and video.
2. Within 5.7 there is no line for copywriting and/or creative services as indicated in 1.3. As this is out of scope, we understand that to be outside of the scope of this budgeted contract. Would that be correct? We expect the contractor to work closely with the CMIP21 team to support the creation of copy and offer guidance for paid search, display and paid social campaigns. Creative services would be limited to creating display ads template/direction.
3. Could you let us know for what period you expect the campaigns to be live (March to October or beyond for all the other digital offerings)? Our paid search campaigns follow an “always on” strategy while other tactics are seasonal depending on the message and audience.
4. When would all the collateral be available for the placements? Assets for campaigns are made available to the contractor based on the agreed upon timelines for the campaigns.
5. In Section 1.2, digital offerings include monthly newsletter – are you looking to increase your list to your monthly subscribers or an agency that will support you with marketing? For the purpose of this contract, we are not looking for a contractor to develop nor write content for our monthly newsletter. We may include a goal to drive up newsletter sign-ups in the always on campaign.
6. You have stated a measure of success is 5% increase in onsite visitation. Do you have audiences and reporting insights (household income, social class)? Our corporate goals for this fiscal 2022-2023 are 67,000 onsite visitors and 530,000 unique web visitors. We report on these numbers. Yes, we have some audience insights both qualitative and quantitative. We typically target two audiences. Our summer/fall period targets an in-market tourism audience while our year-round efforts focus on key markets such as the Maritimes, the GTA, Montreal and Ottawa.
7. Media budget –Was the media budget last year similar to this year in the proposal budget? Our overall budget including media, monitoring/reporting and account management fees is \$150,000. Correct, this is larger than last year's budget of \$120,000.

8. What type of form would be best to present to you? No preference on form type. The proposals can be submitted in PDF format or other form preference based on the applicants preference.
9. Do you have a requirement or preference for bilingualism for account management? We would like to work with an agency that is fluent in both but our working language is English.
10. Budget example – is it a preference that the fees are broken-out as these specifically or could there be general? We are interested in understanding what proportion (big buckets or approximate percentages) that will go to media buys, monitoring/reporting and account management fees as laid out in the submittal documentation.
11. Is there any research on the geography and demographics? Yes, we have some quantitative and qualitative research available. We also track where all or our visitors onsite and online are coming from. We would share this with the successful proponent.
12. Strategy proposal – are you looking for target audiences for that specific detail? We would be looking for high level strategy on how to attract both our audiences including local and in market tourists in the summer/fall period as well as individuals in the key markets identified in the scope of work for our offseason digital offerings.
13. Who is considered local? Province-wide? Halifax with 100km radius.

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