

RFP title
Solicitation #
Closing Date

Executing Agency in Japan for the Canada Brand
01B68-22-0076
June 28th 2022 at 12:00 EDT

Questions and Answers

June 22nd 2022

Question #	Question	Response
10	<p>I have a couple of questions about the digital strategy, specifically about the role / relationship with the Canada-based agency as per:</p> <p>Pgs. 32 and 33 - Note: the development, production and purchasing of advertising is outside the scope of this Statement of Work and will be done by agencies in Canada</p> <p>During the webinar, I thought it was stated that the agency in Canada would do media buying. Can they actually do development and production of Japanese language ads and posts? Please advise and clarify the process if possible</p>	<p>Yes, the actual development and production of Japanese advertising and media buying must be completed by agencies in Canada. However, the work prior to development and production, including the planning, creative direction and strategy of this Japanese advertising will be undertaken by the executing agency in Japan.</p>
11	<p>The budget is stated at a maximum of \$350,000, is this for the entire project from 2022-2024? I understand that it excludes any media spend.</p> <p>It is stated that the budget includes customs duties but excludes applicable taxes. Is this for importing goods? If so, I can tell you from experience that depending on the type of products (e.g. honey or whiskey), customs duties can be very high. Also, the amount of the duty is based on the amount of products that are being imported and the resulting declared value of the shipment. This is a highly variable cost that cannot be easily forecasted or managed and can potentially use a large portion of the budget. Also, it is unfair to those suppliers whose products are not subjected to duties to have some of the promotional budget used for those who are.</p>	<ul style="list-style-type: none">- The budget stated is for this contract specifically and not the budget for the entire project, which includes an ecommerce showcase and advertising.- This budget is for the executing agency services required, as outlined in the Statement of Work, and does not nor should not comprise any services related to the importation of products.

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12	What does target promotion mean in this particular case? (i.e reaching out to the potential stakeholders/attendees to inform them of the webinar?)	<ul style="list-style-type: none">- Correct. No advertising for the webinar is required – only targeted promotion of and recruitment for the webinar to specific industry/businesses.

All other Terms and Conditions remain unchanged.