

TELEFILM C A N A D A

PARTNER OF ► CHOICE

BID SOLICITATION

REQUEST FOR PROPOSAL

Full-Service Marketing Communications Agency

CM20220929

Ce document est également disponible en français.

Septembre 2022

[TELEFILM.CA](https://www.telefilm.ca)



Request for Proposal

Telefilm Canada is seeking a full-service communications and marketing agency to support promotional efforts to spotlight emerging talent from every region of the country and their successes directly to Canadian consumers, in both the French- and English-language markets.

Further to this, we would like to issue you with this Request for Proposal (RFP). The purpose of this RFP is to allow several qualified suppliers to submit their best proposals for this service.

The contents of this document and any information obtained through discussions with Telefilm Canada personnel pursuant to the preparation of your response must be treated as confidential and proprietary information of Telefilm Canada. No contact should be made by your company to any of your suppliers.

Please provide comprehensive information to the attached questions by **Thursday November 10th, 2022, by 2p.m. EST** after which time further proposals will not be accepted without prior written agreement.

Should you have any questions, do not hesitate to contact me on the e-mail address provided in this document.

We appreciate the attention that you will devote to preparing your proposal and look forward to receiving your submission.

Yours sincerely,

Nora Amer
Procurement Specialist, Finance
Spécialiste en Approvisionnement, Finance



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1. RFP Content

1.1. Tender Documentation

The tender is composed of the following documents:

1. RFP Document: this document
2. Annex A – Telefilm Canada Contract Terms
3. Annex D – Q&A Template Form

1.2. Response Structure

In evaluating responses, Telefilm Canada (“**Telefilm**” or the “**Corporation**”) will consider in full the responses received to this tender. To address all these areas, responders are asked to address all questions under [Section 5](#) of this document. Responses received shall be clear, comprehensive, and concise. Your tender response shall be comprised of the following:

- Response to all questions in [Section 5](#) of this document, with cross-references where appropriate
- Full proposal covering full scope of the tender
- Full financial quotation with all services and/or products accounted for matching your proposal
- A rate card or pricing catalogue for additional services and/or goods that can complement your bid for additional scope in the future, related to the present set of requirements

2. RFP process, terms, and conditions

2.1. Enquiries

Any query necessary for the preparation of the response must be addressed in writing by e-mail to offer.bid@telefilm.ca

2.2. Modification of bid solicitation

Telefilm reserves the right to amend or otherwise modify, clarify, or correct this bid solicitation, in whole or in part, at any time following the opening date of the bid solicitation. These amendments or modifications may include, among other things, clarifications made following a request for information from one of the bidders involved in the process.

Bidders will be notified of any amendment or modification by way of an addendum, which will be annexed to the bid solicitation and form an integral part thereof.

2.3. Schedule and deadlines

The RFP will follow the dates below:

Activity	Due Date
RFP released to potential suppliers	Thursday, September 29 th 2022
Notice of intent to respond <i>All suppliers may notify Telefilm by email at offre.bid@telefilm.ca of their intent to respond to the RFP. The notice of intent to respond should include the following information:</i> <ul style="list-style-type: none">– Intent to respond (yes or no)– Company name– Name of contact person– Telephone number of contact person– Email address of single contact person	Tuesday October 11 th 2022
Receipt of all questions regarding the RFP <i>These must be directed by email by completing Annex D: Q&A Template Form and sent to: offre.bid@telefilm.ca</i>	Wednesday October 19 th 2022
Response to Q&A Form by phone conference <i>Please arrange scheduling by contacting: offre.bid@telefilm.ca</i>	Week of October 24 th 2022
Supplier's return proposal	Thursday November 10th, 2022, by 2p.m. EST

Electronic format of all proposals must be received by **Thursday November 10th, 2022, by 2p.m. EST**
Electronic responses not received by this time without prior written agreement will be disqualified.

These dates are a guide to the time frame expected for this RFP. Dates may change and the Telefilm Procurement Specialist, acting as a prime contact, will advise of any changes.

2.4. Format of submission

Your response should be structured in accordance with the requirements contained in the RFP and should align with each requirements of the RFP by cross-reference to the relevant section number. Suppliers are encouraged to supply innovative solutions in responding to this RFP, however, suppliers must strictly adhere, at all times, to the requirements of this RFP. You should include any additional supporting information or alternative proposals as a separate section titled “Alternative Options”.

Responses must include one electronic copy sent via e-mail to offre.bid@telefilm.ca with clear indication in the subject as follows: **BID SOLICITATION : TELEFILM VIDEO CAMPAIGNS**, along with a signature authorization letter indicating that the appointed representative is authorized to sign on behalf of the firm and thus to bid on its behalf.

2.5. Response deadline

Submissions are due as set in [Section 2.3](#) above, provided however that, if the deadline set for submission is extended, Telefilm will also specify the new date and hour for submission which will replace the above deadline.

Any submission received by Telefilm after expiry of the deadline referred above will not be considered.

2.6. Partial responses

Partial proposals not meeting the requirements specified in this RFP will not be considered.

2.7. Clarification on RFP

The Supplier should direct any questions arising during the preparation of the response to this RFP, or requests for clarification, in writing by e-mail using the attached **Annex D: Question and Answer (Q&A) form** to offre.bid@telefilm.ca. Questions received after the due date indicated on the schedule in [Section 2.3](#) may not be answered.

We may have planned for clarification calls to respond to your **Question and Answer (Q&A) form** if indicated on the schedule in [Section 2.3](#); please contact the Telefilm Procurement Specialist to arrange timing.

Please note that Telefilm may edit the question(s) or may request that the bidder do so, so that the proprietary nature of the enquiry is eliminated, and the question(s) and answer(s) can be shared with all bidders.

2.8. Validity of bids

The content and pricing of the submission must remain valid for a period of 120 days after the date and time of the deadline set forth for the receipt of bids.

Telefilm will have the right to ask for additional information to verify a bidder’s information. Failure to comply and to cooperate with any request or requirement imposed by Telefilm will render the bid non-responsive.

2.9. Evaluation of submission

In evaluating responses for the next stage of the process, Telefilm will seek the most appropriate offer based on an evaluation of the Supplier, the fitness for purpose, the risk and the total cost having regard to the following:

Criteria	Weight (%)	Proposal Response Section
Business Strategy	35	
Understanding of business and issues <i>Experience with government, Crown corporations, agencies or equivalent and public service or Canadian screen-based industry</i>	15	Ref 5.1 Proposal Description Ref. 5.3.1 Similar communications video campaign activities Ref 5.3.5 Industry experience Ref 5.3.8 Knowledge of TFC
Company profile and financial stability	5	Ref. 5.2, Supplier Profile (including 5.2.3 Key numbers) Ref. 5.2.4 Financial Statements (assessed by Finance)
Overall bid quality	5	Understanding of the mandate, completeness, quality of comments and of the proposal submission
Diversity, inclusion and accessibility	5	Ref 5.3.6 Diversity & Inclusion Ref 5.3.7. Accessibility
Quality of References	5	Ref 5.3.4 Existing Customers and References Ref 5.3.5. Industry Experience
Technical Capabilities	40	
Quality of content deliverables and results for similar Communications Video Campaign Projects	20	Ref. 5.3.1 Similar communications video campaign activities
Compliance with Specifications	10	Ref 5.4.1 In-Scope Ref 5.4.2 Out-of-Scope
Quality of project management approach	10	Ref 5.4.7 Telefilm involvement, deliverables Ref 5.4.8. Project management approach, implementation Ref. 5.4.9. Reporting
Financials	25	
Fixed Fee	15	Ref. 5.5 Financials
Payment Terms	5	Ref. 5.5 Financials
Other Costs (i.e. License Fees, Travel, etc.)	3	Ref. 5.5 Financials
Resource Table - Hourly Rate (Other)	2	Ref. 5.5 Financials

Suppliers should have demonstrated a thorough understanding of the bid solicitation and their capacity to carry out the work in accordance with all professional standards.

Submissions will be reviewed for compliance with this RFP and reviewed in relation to the pre-determined criteria listed above.

2.10. Additional Information

Telefilm will have the right to ask for additional information to verify a bidder's information. Failure to comply and to cooperate with any request or requirement imposed by Telefilm will render the bid non-responsive.

Please note that Telefilm also reserves the right to conduct a survey of Suppliers' facilities and/or examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the bid solicitation.

2.11. Health and safety

The Supplier is expected to follow all laws, regulations and directives applicable to the services set out in this RFP, including with regard to occupational health and safety.

2.12. General conditions

By submitting a proposal, the Supplier is agreeing to all conditions and terms stated in this RFP, including the following:

- All information related to the bid may be written in either of Canada's official languages (i.e. French and English)
- Information relating to this document may not be released without the express written consent of Telefilm
- All costs, charges, expenses, etc., direct and indirect, incurred and/or paid by the Suppliers in order to participate in this RFP shall be the sole responsibility of the Suppliers
- Suppliers may withdraw their bid by email at any time prior to the time and deadline set forth for the receipt of bids, provided that such withdrawal shall not affect a bidder's ability to submit a new bid within the prescribed bid period
- Telefilm reserves the right to negotiate all terms and conditions in order to enter into a formal contract with the Supplier. This RFP document, the Supplier's response and written addenda may be included in such contract, at Telefilm's sole discretion
- Suppliers may request a debriefing on the results of the bid solicitation process. Suppliers should make the request to Telefilm within 15 business days from receipt of the results of the bid solicitation process
- Mechanisms are available to potential Suppliers to challenge aspects of the procurement process up to and including contract award. Telefilm encourages bidders to first bring their concerns to the attention of the resource persons listed under [Section 2.13](#) below. Should Suppliers continue to be dissatisfied with a decision, they may appeal to Telefilm's Appeal Committee in writing within 10 business days of the date of receipt of the decision at issue
- Telefilm reserves the right to accept none of the bids received, and to cancel or reissue the bid solicitation at any time, without justification or obligation to the other Suppliers
- Unsolicited telephone calls or visits to Telefilm during the RFP process to obtain proposal status information are prohibited and may result in the supplier being disqualified from the bidding process
- News releases pertaining to this RFP or the award of any contract related to this RFP may not be made without the prior written permission of Telefilm
- All work and materials shall comply with all applicable provincial and federal laws, regulations, ordinances, decrees or other binding statutory instruments; applicable building leases; and directions of inspectors appointed by proper authorities having jurisdiction. Where certification of material is required by Telefilm, the Supplier shall make all such certificates available for inspection

If the Supplier does not agree with particular conditions or terms stated in this RFP, such conditions or terms must be discussed in detail with the Telefilm Procurement Specialist before a proposal is submitted.

2.13. Resource person

Franca Pugliese
Administrative Assistant
360, St. Jacques Street, Suite 600
Montréal, Québec H2Y 1P5
Email: offre.bid@telefilm.ca

2.14. Disclaimer

This RFP and its attachments shall remain the sole property of Telefilm and contain all information the Supplier may require preparing a proposal as requested by Telefilm.

The Supplier is advised that if confirmation or clarification of the contents or any further information is required, it should contact the Telefilm Procurement Specialist in this RFP in the first instance.

The acceptance of a submission to this RFP is not to be construed as representing or creating any binding obligation on Telefilm to enter into any legal commitment whatsoever. Furthermore, in responding to this RFP, the Supplier is deemed to specifically acknowledge the following:

- Notwithstanding any representation by or on behalf of Telefilm or any estimate of quantities by Telefilm shown in this RFP or otherwise given to the Supplier (now or in the future), Telefilm shall be under no obligation to purchase any particular quantity of products or services
- The Supplier places no reliance on any such representation or estimates and will place no reliance upon any future representation or estimate that may be provided unless that representation or estimate is noted in the written contract
- Telefilm shall have no liability to the Supplier whether in contract, extracontractual civil liability, tort or otherwise with respect to the giving of any such representation or estimate

2.15. Security requirements

The successful Supplier will need to have obtained any security screening or clearance that may be requested by Telefilm. This includes but is not limited to security screenings for the proposed core resources. Suppliers should indicate, in their bid submission, any security assessment that is readily available for the proposed resources.

2.16. Applicable laws

This RFP process shall be subject to, and governed by, the laws of the Province of Quebec and the federal laws of Canada applicable therein.

2.17. Confidentiality

This document contains confidential information belonging to Telefilm, which is provided solely to enable Suppliers to evaluate the bid solicitation. In obtaining this document and having knowledge of its content, the recipient agrees to keep the information contained herein confidential and not to reproduce or otherwise disclose it to anyone other than the persons directly responsible for evaluating the content of the bid solicitation, unless otherwise explicitly authorized by Telefilm.

Telefilm reserves the right to request that this document and any other confidential information provided to Suppliers in the course of this bid solicitation process be destroyed once a Supplier has completed the evaluation. Telefilm further reserves the right to ask Suppliers to confirm such destruction.

2.18. Access to Information and Privacy

Suppliers acknowledge that Telefilm is a Crown corporation subject to the [Access to Information Act](#) (Canada) and the [Privacy Act](#) (Canada). This RFP, and any information, in any form, provided, obtained, created, or communicated by the Suppliers to Telefilm, are therefore subject to the [Access to Information Act](#) and the [Privacy Act](#). The Suppliers acknowledge that Telefilm is required to handle such information in accordance with the provisions of the [Access to Information Act](#) and the [Privacy Act](#).

Suppliers further acknowledge that personal information, as defined by the [Privacy Act](#), submitted to Telefilm in connection with responses to this RFP or with operations related thereto is provided in accordance with the following Personal Information Collection Statement.

The collection and use of personal information are in accordance with the [Privacy Act](#), [Telefilm Canada Act](#) and [Financial Administration Act](#) (Canada; the “FAA”), among others. Personal information may consist of, among other things, the names, coordinates, biographical information and curriculum vitae of a Supplier’s proposed resources, board members, officers, authorized representatives, mandataries and/or references, as applicable. This personal information will be used, among other things, to manage the contracting process, which includes the request for and receipt of proposals, evaluation of bids, selection of contractor, preparation, negotiation, execution, and award of contract. This personal information is included in the personal information banks [Professional Services Contracts \(PSU 912\)](#) and [Accounts Payable \(PSU 931\)](#).

In processing responses to this RFP, Telefilm will share, among other things, said personal information with third parties who operate platforms and/or applications that handle and store information on behalf of Telefilm. Please note that such information may be handled and/or stored outside Canada in accordance with the policies of such service providers on information management and privacy protection.

Any questions, comments, concerns or complaints regarding the administration of the [Privacy Act](#) and privacy policies may be directed to Telefilm’s Privacy Coordinator by e-mail at ATIP-AIPRP@telefilm.ca, by calling (514) 283-6363 or (800) 567-0890, by fax at (514) 283-8447, or by writing to:

Access to Information and Privacy Coordinator
360, St. Jacques Street, Suite 600
Montréal, Québec H2Y 1P5

If you are not satisfied with Telefilm’s response to your privacy concerns, you may wish to contact the Office of the Privacy Commissioner of Canada by e-mail at info@priv.gc.ca or by telephone at (800) 282-1376.

By submitting a response to this RFP, a Supplier is declaring to Telefilm that: (i) all personal information submitted to Telefilm in such response and at any time in the future is provided with the consent and knowledge of the individuals concerned; and (ii) it has read and understood the above Personal Information Collection Statement.

3. Background information

3.1. Telefilm Canada

3.1.1 History

A proud champion of Canadian talent and stories, at home and abroad, Telefilm has been at the heart of the Canadian audiovisual industry for more than half a century. Our mandate to foster and promote the development of the audiovisual industry in Canada remains as relevant today as it was when it was first put into place.

2.1.2 Today

Comprised of some 200 professionals passionate about Canadian content, we work to finance, develop, and promote the Canadian audiovisual industry of today and tomorrow. Our driving goal is bringing Canadian creativity to the world, and we do so by:

1. **Promoting Canadian talent:** Whether in front of or behind the camera, in the spotlight at home or garnering success elsewhere.
2. **Providing adequate financing:** By creating new programs, updating our existing programs and developing new funding sources.
3. **Partnering with the Canada Media Fund (CMF):** Telefilm has administered programs on behalf of the Canada Media Fund (CMF) for the past 10 years.
4. **Supporting the development of our industry:** Through studies and research to identify market trends that supports the industry and helps it evolve.
5. **Managing coproduction's:** Telefilm has administered coproduction agreements on behalf of the Canadian government for more than 40 years.

For more detailed information on our organization, including a description of our key projects and about our Executive Leadership team, please visit our website: www.telefilm.ca

The infographic is titled "STRATEGIC PLAN OCTOBER 2022 TO MARCH 2024". It features the Telefilm Canada logo and the tagline "PARTNER OF A CHOICE". The main heading is "MOVING FORWARD WITH VISION, INVESTING WITH CONFIDENCE". The plan is divided into three main sections: "OUR STRATEGIC PRIORITIES", "OUR VALUES", and "OUR DRIVING GOAL".

OUR STRATEGIC PRIORITIES

1. **CONTINUE TO SUPPORT A SUSTAINABLE AND INCLUSIVE AUDIOVISUAL ECOSYSTEM**
We will connect audiences with Canada's rich diversity of voices by being at the centre of where the best stories come to life, reducing the barriers to access, and cultivating talent at all stages. We want our decisions and actions to alleviate historical biases as well as to stimulate climate action in the industry. We will act as allies to promote an equitable screen-based industry.
2. **AMPLIFY OUR INTERNAL EXPERTISE AND OPTIMIZE OUR OPERATIONAL CAPACITY**
We will leverage and develop our strong internal expertise and be a valuable partner to the industry. We aim to simplify our programs and processes to make them more predictable, accessible and efficient and consolidate our partnership with the Canada Media Fund. We want to develop and maintain efficient internal tools that will allow us to reach our optimization goals.
3. **SOLIDIFY AND ATTRACT NEW FINANCING SOURCES**
We will continue to build on the trust achieved with government partners to consolidate the increase of our funding. We will attract donations to the Talent Fund and develop relationships with new partners to showcase and support our creators.

OUR VALUES

INTEGRITY	COURAGE	RESPECT	COMPETENCE	ACCOUNTABILITY
We are committed to upholding the highest ethical standards in our decisions and actions by acting fairly, consistently and predictably.	We have the courage to embrace change and act boldly with a clear vision.	We treat all our partners and colleagues equitably, with respect and dignity.	We value knowledge, experience, and different points of view, and strive to evolve to be best in class.	We stand by our decisions, actions, and their outcomes.

OUR DRIVING GOAL

A screen industry in Canada that, through its resilience, adaptability, and courage, stands as a bright beacon on the world stage. A sector in independent production, Canada sets the example in **SUSTAINABLE AND INCLUSIVE GROWTH** that is representative of all.

WHO WE ARE

We are the talent behind the talent working to **FINANCE, DEVELOP AND PROMOTE** CANADA'S NEW VOICES. We support stories that amplify the richness of our culture and engage all audiences at home and around the world. We want all Canadians to see themselves on screen, and we empower our talent to surpass their ambitions.

WHAT WE DO

As a **PARTNER OF CHOICE**, we finance, develop, and promote an ever-evolving screen-based industry in Canada.

OUR DRIVING GOAL

A screen industry in Canada that, through its resilience, adaptability, and courage, stands as a bright beacon on the world stage. A sector in independent production, Canada sets the example in **SUSTAINABLE AND INCLUSIVE GROWTH** that is representative of all.

Telefilm Canada logo and social media icons (Twitter, Facebook, Instagram, YouTube) are at the bottom right.

3.2. Sector owning this activity

3.2.1. Promotions, Communications and International Relations sector

The present tender activity is led and driven by the Telefilm Procurement Specialist function on behalf of the Communications Department.

The key operational unit within Telefilm concerning this tender is the Promotions, Communications and International Relations Department, namely:

Name	Role of Telefilm Canada Contact
Andrea Archibald	Director, Communications
Jacqueline Geday	Advisor, Digital Communication and Promotion - Communications

The selection panel team for this tender activity is namely:

Name	Role of Telefilm Canada Contact
Andrea Archibald	Director, Communications
Jacqueline Geday	Advisor, Digital Communication and Promotion, Communications
Alex Rose	Advisor, Digital Communication and Promotion, Communications
Marie-Christine Lambert	Advisor, Digital Communication and Promotion, Communications
Karine Ouellet	Brand Specialist, Special Project, Communications
Clemence Bradley	Advisor, Event planning and programming, Event Management
Nora Amer	Procurement Specialist, Finance

3.3. Legal framework

Telefilm is a Crown corporation subject to the Telefilm Canada Act, as well as to certain provisions found in Part X of the FAA and in Part VIII of the Financial Administration Act (chapter F-10 of the Revised Statutes of Canada, 1970, as it read immediately before September 1, 1984). Under section 131 of the FAA, Telefilm must keep books of account and records, and maintain financial and management control, information systems and management practices.

To this end, Telefilm must ensure that its books, records, systems and practices are kept and maintained in such manner as will provide reasonable assurance that:

- its assets are safeguarded and controlled;
- its transactions are in accordance with the relevant provisions of the FAA and its regulations, its act of incorporation and its by-laws, and that they comply with any instructions it was given; and
- its financial, human and physical resources are managed economically and efficiently, and that its operations are carried out effectively.

As a Crown corporation, Telefilm is also subject to other federal laws and regulations, namely the Access to Information Act and the Privacy Act.

Telefilm has developed and complies with several internal policies and directives with respect to information technology, including the Information Security Policy, Directives for the use and management of Telefilm's electronic information, and Policy regarding Record and informational resources management. Furthermore, Telefilm has an Information Security Committee to assist its executive director and CEO with respect to decision making on matters concerning the application of the

aforementioned Information Security Policy. Please confirm if you need the details of the aforementioned policies.

4. Project Description and Requirements

4.1. Situation today

Telefilm is looking for a full-service communications agency to design and execute a social media campaign that promotes Canada's emerging talent, their successes, and productions, directly to Canadian consumers in both languages.

Promotion mandate

Talent and promotion are at the core of the organization's activities.

Talent promotion supports all four strategic pillars: export, strengthen, excel, and innovate. The Communications department has been promoting Canadian talent for several years through social media campaigns, including video featurettes, and French and English language podcasts. Our primary focus for these direct-to-consumer promotional activities is Facebook and Instagram. The goal of social media campaigns are to create awareness for Canadian films, and to drive Canadians to where they can watch films - whether it be in their local theatre or on a streaming platform.

What's more, to increase the discoverability of Canadian films at home, Telefilm launched the [See It All](#) platform and secured innovative partnerships with Apple, CBC Gem, Crave and others to make it easier for Canadians to find and watch their own content.

Nationally, to entice audiences back to cinemas and activate the economic recovery of movie theatres, Telefilm launched its [Back to Cinema](#) campaign, focusing on Canadian stories and films. Telefilm has banked video content of Canadian talent referencing the campaign in both French and English.

Through these activities, Telefilm works to ensure that Canadian productions reach Canadian audiences. Telefilm Canada is also active in festivals and markets around the world. Telefilm's YouTube page plays host to a myriad of industry resources, panels, and featurettes, mainly from our international festival/market initiatives. Telefilm does not have an active presence on social media platforms outside of Facebook, Twitter, Instagram, LinkedIn and YouTube, nor are there plans to expand our promotional activities to other social media platforms.

The organization's promotional activities have the following objectives:

- Increase the awareness of and appetite for Canadian feature films
- Increase the overall positive perception of Canadian feature films
- Increase the discoverability of Canadian feature films

LinkedIn Promotion

Telefilm has been working to position itself as:

- Partner of Choice
- Employer of Choice
- Industry Leader

The internal Communications and HR teams at Telefilm are working together to develop content specifically for LinkedIn that entices potential new employees to apply to Telefilm positions by promoting our initiatives and values.

The content goal is to create Telefilm-led and sharing external content to position the organization as a sought-after employer and raise awareness and garner interest in activities coming out of Telefilm's initiatives. Together, the two teams are developing and creating written content that aims to position itself as the above points. Topics range from Telefilm's employee benefits to its gender parity initiative, to departmental initiatives to showcase the varied roles at Telefilm. Telefilm will need a partner to develop Employee Spotlight videos for LinkedIn and YouTube, with the potential of expanding our video content types to position Telefilm as an Employer of Choice. Telefilm has already compiled a few video examples to work from.

Telefilm worked with an external agency to create a strategy and editorial calendar to support this initiative. However, due to time constraints and other projects, the campaign has been delayed.

4.1.1. Current Challenges

Talent Promotion

The main challenge is to diversify Telefilm's social media video content, specifically on Instagram (Reels, Instagram Videos) and YouTube.

Instagram/social media

Telefilm has a large bank of content that is available to repurpose. However, Telefilm is unsure of how to do so to entice audiences, specifically in the age range of 18 – 25, to seek out Canadian films. More specifically, Telefilm's challenges include:

- Expanding on different content types (events, interviews, Q&A's)
- Narrowing the category of content to create
- Optimizing content for format, length, tone and special events/commemorative days
- Ensuring the content is both shareable and evergreen
- For new content, as talent is across Canada, there is less flexibility for in-person shoots.

YouTube

Telefilm wishes to grow its YouTube page with content that will be relevant to potential audiences, positioning it as a resource for Canadian films, film funding and coproduction's. Telefilm needs an effective approach to improve its video SEOs, reach a wider audience, rank videos and increase video views.

Although the content on Telefilm's YouTube page is informative and educational for the screen-based industry, the content only reaches audiences that are familiar with the Telefilm Canada brand. Telefilm also needs to optimize its talent promotion content/SEO on YouTube to increase the discoverability of Canadian films.

LinkedIn Promotion

Due to the workload of internal members, there may be internal scheduling delays when developing Employee Spotlights. There may be short availability of internal owners to contribute to the project.

Telefilm Canada must also adhere to confidentiality requirements, and Employee Spotlight subjects may be changed or scraped depending on the changing nature of our projects.

General Challenges

Unlike the [Made | Nous](#) campaign, Telefilm Canada does not focus solely on Canadian-made and made in Canada content (ie. a film shot in Canada from a US production service). Telefilm Canada has a mandate to promote all Canadians in the industry, as well as Canadian content ([ie. Canadian Audio-Visual Certification Office \(CAVCO\) certified productions](#)).

Telefilm Canada cannot indicate a perceived bias towards the films and coproduction's it funds (eg. too many videos featuring one creator or one film).

Telefilm Canada cannot use films' content unless we have direct permission from the distributors.

Telefilm Canada can only run contests through third parties and must conform to a platform's rules and regulations. Due to this, Telefilm almost never hosts contests on social media platforms.

All of the video content created must be accessible to people with disabilities (eg. alt text, subtitles). The video content must also be inclusive; it cannot exclude groups of people (eg. plain language, inclusive language), but also must not tokenize in our desire to showcase a diverse range of films and employees.

When considering your proposal, we ask that you keep these challenges in mind.

4.1.2. Overview of current technologies used:

The following systems have been used by the Telefilm Communications Team:

- Microsoft Teams
- Google Suite
- Adobe Suite
- Hootsuite
- Frame.io
- Dropbox
- Hightail

4.2. Future Situation

4.2.1. Goal and objectives

To develop content and aid in implementing two social media campaigns (with a focus on video content) that:

- Promotes Canada's emerging talent, successes, and productions directly to Canadian consumers
- Position Telefilm as an Employer and Ally of Choice
- Generate meaningful conversations between users and stimulate engagement, contributing to the overall performance of the organization's social media channels

4.2.2. Location

Canada nationwide: Montreal, Toronto, Halifax and Vancouver

4.2.3. Scope and Service Requirements

Tangible and measurable outcomes that must be produced to successfully complete the project are as follows:

Talent Promotion

- Providing examples and recommendations on what video content, format and topics would generate the most engagement
- Leading the video pipeline, from pre-production, production, post-production and delivery
- Posting the videos on Telefilm's behalf
- Represent the diversity (regional, language, gender, Indigenous communities, cultural communities, budget level) of Canada's talent
- Recommendations as to whether and how new and existing assets can be re-purposed
- Recommendations as to how Telefilm's current campaigns can be consolidated
- Support in building partnerships with social platforms to maximize content and impact
- Set up and run Telefilm's paid campaigns
- Including but not limited to:
 - 15 video featurettes
 - 15 national film festival addresses or panels
 - Paid ad campaigns
 - Quarterly report on results

LinkedIn Promotion

- Providing examples and recommendations on what video content, format and topics would generate the most engagement
- Leading the video pipeline, from pre-production, production, post-production and delivery
- Posting the videos on Telefilm's behalf
- Working with the Telefilm team to develop engaging written LinkedIn posts to be paired with the videos
- Set up and run ad campaigns
- Provide reports
- Including but not limited to:
 - 5 Employee Spotlight Videos (French and English, one posted per month), with option to do more if successful

- Paid ad campaigns (including Telefilm-made content other than the videos)
- Quarterly report on results

General Scope

- Assessment of Telefilm's current social media assets and practices
- Recommendations on improvements to current and best practices
- Support Communications team in terms of content creation and monitoring (upon request)
- Quarterly report of trends, best practices, video success, lessons learnt, major changes to various social platforms that Telefilm should be aware of and recommendations
- Clear timeline and set of deliverables
- Leverage Telefilm's existing social media platforms including Facebook, Instagram, YouTube, LinkedIn and Twitter (if applicable)
- Drive consumers to various consumption platforms (when available), both organically and through paid promotion on Meta, LinkedIn, and YouTube
- Calendar of key opportunities in the first year

Major Dates:

- Back to Cinema Campaign: Q3-Q4 2022
- Black History Month: Q4
- Canadian Screen Week / Canadian Screen Awards: Q4

4.3. Legal

4.3.1. Contract Structure

Telefilm proposes the contract to be based on the agreement sample provided in **Annex A** and the agreement to be structured as follows:

- Head agreement outlining legal terms and general conditions
- Separate order form(s) / Statement(s) of Work (SoW) to be raised as necessary to cover the full scope of this tender, following full agreement between Telefilm and the selected party.
- Schedule of rates will be attached to the SoW, on which the cost of services for future applications will be based.

4.3.2. Terms and Conditions

Please refer to **Annex A** for Telefilm's General Terms and Conditions.

4.3.3. Period of Contract

The mandate is for a period of three (3) years. An additional year can be added as an option with pre-determined rates or fees.

5. Supplier's Proposal

Please provide comprehensive responses to all questions in this section, with a reference to each question. Your proposal should not exceed 20 pages in length (excluding any Appendices such as Resumes, etc.). All information related to the bid should be readily printable in 8.5 x 11-inch format and submitted as one (1) – two (2) documents maximum, in PDF format only.

5.1. Proposal description

Please describe in a maximum of one page your understanding of the activities and what you will be delivering to Telefilm.

5.2. Supplier's profile

5.2.1. History

- Date and place founded
- Short history of your company, general presentations

5.2.2. Locations

- Headquarters
- Other key locations
- Detail your presence in:
 - Toronto
 - Montreal
 - Vancouver
 - Halifax

5.2.3. Key numbers

Worldwide and at your location:

- Headcount in each office, including years of experience
- Sales (\$m) for the last 3 years
- Sales Growth (\$m) for the last 3 years
- Number of customers
- Top 5 Corporate clients in terms of revenue
- Other (specify)

5.2.4. Financial statements

We request that the bidding Supplier, whether private or public, provide sufficient financial information to assess its long-term viability, which is essential in establishing a long-term partnership with Telefilm. As such, please provide Telefilm with your 2 most recent certified (audited) actuals and a 3-year business plan going forward, certified by your Chief Financial Officer:

- Profit and Loss
- Balance Sheet
- Cash Flow

Please note that failure in submitting the above may result in a disqualification to participate in this RFP.

5.2.5. Key strengths

- Specific competencies or skills
- Competitive advantage
- Formal Accreditations
- Other (specify)

5.2.6. Business continuity

Please provide details of the Business Continuity Planning process you have in place. You may wish to include corporately developed documentation and brochures on the subject. Indicate whether you have ever invoked the Business Continuity Plan.

5.2.7. Company ownership

Is your company publicly traded? If it is then please provide a high-level breakdown of the shareholder structure.

If privately held, please provide the following information:

- Description of the corporate structure (e.g., LLC, partnership, JV., etc.)
- Names of all companies within the corporate structure, including any holding companies
- Names of all shareholders of all identified companies, and their percentage of ownership
- Names of all company directors

Please do so in conjunction with [Section 5.2.4.](#)

5.2.8. Bankruptcy

Has the company ever filed for bankruptcy? YES ☐ NO ☐

If yes, explain in detail the reasons why, the filing date and the current status.

5.2.9. Industry Certification

Indicate any industry certification, which you consider relevant for your bid (proposal and offer).

5.3. Domain Expertise

5.3.1. Similar Communications Video Campaign activities

Please provide the following points:

- Describe three (3) previous Communications Video Campaigns that you helped to transition, support, and deliver successfully within the last 3-5 years relative to the scope of this RFP for other customers:
- Explain why they are relevant to the scope of this RFP, what is the size of the project in terms of dollars and effort (FTE)
- Detail major issues or problems that may have occurred and how they were resolved
- Detail when they were delivered and if they were delivered on-time

5.3.2. Specific skills and technical know-how

List here your experience relative to the scope of this RFP in:

- Social media marketing and video content marketing strategies
- Production of video content in its various formats
- Methodology (including approval and feedback process) of content production
- Methodology of paid ad campaigns on LinkedIn, Instagram and/or YouTube

5.3.3. Market position and development plans

Please detail your market position and development plans in the area relative to this RFP.

5.3.4. Existing customers and references

Provide two (2) relevant current Canadian-based customer references with:

- Project short description
- Company name
- Location
- Contact person, position
- Email and phone

These references should demonstrate the Supplier's ability to deliver the services in a way that resembles Telefilm's requirements and scope.

Please note that references provided above may be directly contacted by Telefilm during the evaluation phase of your bid.

5.3.5. Industry experience

Describe your previous experience and number of customers within the Canadian screen-based industry or its major players and important partners.

5.3.6. Diversity & Inclusion

Telefilm is committed to an industry that reflects a culture of mutual respect, dignity and inclusivity and expects that Suppliers embrace these values. Please provide information about your commitments toward diversity and inclusion.

5.3.7. Accessibility

Telefilm is committed in providing all video content that is accessible to people with disabilities (e.g., alt text, subtitles). Please provide information about your experience related to producing content with accessibility in mind.

5.3.8. Knowledge of Telefilm

The vendor must demonstrate a knowledge of Telefilm Canada, its mandate, and its current promotional activities.

The firm, account manager and proposed resources must not be in conflict of interest with Telefilm.

- Describe any previous experience with Telefilm. Provide Telefilm contact person(s) and location.
- Is any of the employees in your organization related, either personally or professionally, to a person currently employed by Telefilm? If so, please explain.
- To the best of your knowledge, was any Telefilm employee or Supplier previously employed or engaged by your organization?
- Please provide the names of any current or former Telefilm employees employed or engaged by your organization, either:
 - o as a full or part time equivalent, contractor, consultant, subcontractor, etc.
 - o or through a company controlled directly or indirectly by a current or former Telefilm employee
 - o or through a company controlled directly or indirectly by a relative of a current or former Telefilm employee.

5.4. Scope specific questions

5.4.1. In scope items, deliverables

Describe the services you intend to provide to match with our requirements listed in [Section 4.2.3.](#)

5.4.2. Out of scope items

Describe all items or requirements of this RFP that you will not address including those in [Section 4.2.3.](#), clearly.

5.4.3. Locations covered

For each location, specify whether you have the ability to manage the solutions described above.

1. Montreal (English and/or French)
2. Toronto
3. Vancouver
4. Halifax

Describe your presence for each location with respect to:

1. Direct presence
2. Existing partnership
3. Potential partnership

5.4.4. Subcontractors

If you are planning to subcontract part of the scope of this RFP, please enter details here. Explain reason for selection, and previous experience with subcontractor(s).

5.4.5. Service levels

Explain the Service Level you can provide to Telefilm for each of the services you are proposing to offer to us in [Section 4.2.5.](#)

5.4.6. Transition

Explain how you will manage the transition of services for Telefilm from our current provider.

5.4.7. Telefilm involvement, deliverables

Describe what you need from Telefilm to perform successfully.

5.4.8. Project management approach, Implementation plan

Please describe your project management approach and implementation plan given that you must submit a list of deliverables and a preliminary timeline in the form of a project plan.

Telefilm is asking for two campaigns and therefore require two sets of project plans. The plan must include:

- High level scope
- Key deliverables and requirements
- Proposed timeline
- Key considerations
- Success criteria
- Required budget
- Resources including for Support Team during duration of the contract, please include resumes (as separate appendixes)
- Roles and responsibilities
- Governance, including escalation process, meetings

5.4.9. Reporting

- Detail the reports that Telefilm will have access to during the implementation and operational phase. If available, provide samples.
- Detail the reports that Telefilm will have access to post-implementation. If available, please provide samples.
- Services Performance Metrics: describe some performance metrics that will be used to measure supplier performance of the contract in the future. If this will include a performance scorecard, provide details.
- List any electronic systems you will grant Telefilm access to.

5.4.10. Services description

If you disagree with any statement in this RFP and/or related Annexes, please provide your comments in this section.

5.4.11. Additional services

Describe additional services or improvement you might provide in the future related to this project.

5.5. Financials

5.5.1. Pricing mechanism

The amount submitted must be all-inclusive and be confirmed by the Supplier's undertaking to fully carry out the mandate for a flat annual rate. Any addition or modification liable to limit the scope of this undertaking will result in rejection of the service offer.

The proposed charging mechanism must:

- incentivise the Supplier both to reduce costs and to improve performance
- be simple to administer and monitor
- reduce processing costs involved

All prices should be expressed in CAD Dollars.

We are requesting you to propose in this paragraph the most suitable pricing structure matching those criteria. Telefilm will assume that all provided costs are exhaustive and thus will not allow further costs to be introduced during contract negotiations, should you be selected.

Based on this, provide a **detailed breakdown** for each of the following:

1. Fixed Fee Mandate
2. Detailed required budget
 - Number of hours
 - Hourly rate
 - Total cost of activities
3. Ad Hoc Costs / Supplemental Services (specify)
i.e. Other (exception handling such as change requests, travel expenses*, etc.,)
**to be approved and reimbursed in accordance with policies and procedures in force at Telefilm.*
4. A rate card or pricing catalogue for additional services and/or goods that can complement your bid for additional scope in the future, related to the present set of requirements

5.5.2. Transition costs

How can you mitigate the cost of transition for Telefilm?

5.5.3. Currency

Prices should be quoted in CAD dollars.

5.5.4. Reduction in total costs

It is a requirement for Telefilm to continuously improve its cost base that in the process may reduce the financial value of its contracts with its suppliers. Please detail how you envisage your charging structure working to encourage this to happen to the satisfaction of both parties.

5.5.5. Payment Terms

Telefilm will expect any selected Supplier to provide consolidated invoices on a monthly basis to include all charges for that month.

Telefilm payment terms are net 30 days from the date a correctly detailed invoice is received. Please confirm your agreement with those terms.

5.5.6. Criteria for Rates revisions

We expect the unit prices provided to be fixed for the duration of the agreement. If this will not be the case, please indicate here the criteria that will be used for rate revision.

5.5.7. Benchmark

Telefilm holds the right to invoke a procurement audit to compare current rates with market rate.

5.6. Legal Documents

5.6.1. General terms and conditions

Describe your general terms and conditions for doing business with you or attach your typical contract and/or Statement of Work.

Please ensure that you are referencing **Annex A – Telefilm’s General Terms and Conditions** and kindly revert with

- any sections of the Agreement that you propose for amendments (please detail)
- whether you agree to use Telefilm’s Terms and Conditions contract template and
- whether you would agree to the terms and conditions stipulated in Telefilm’s Terms and Conditions contract template, with only the exceptions of the clause(s) you wish to amend, to form a binding Master Agreement if you are the selected Supplier.

5.6.2. Service Level Agreement

Provide a sample contract that meets our requirements.

6. Annexes of the Tender

Annex A – Telefilm Standard Terms and Conditions

This document contains the standard commercial terms and conditions of Telefilm for service agreements, and it has also been sent as a separate file, included in the tender documents package provided on **September 29, 2022**.

Annex D – Q&A Template

This is a sample of the Q&A template for all relevant purposes during the tender. This document has also been sent separately, included in the tender documents package provided on **September 29, 2022**.