

ADDENDUM No. 1**ADVERTISING SERVICES**

Following are questions(s) (Q.); answer(s) (A.); modification(s) (M.) and notice(s) (N.) regarding Request for Proposals 2022-3585.

Unless otherwise specified, capitalized words and terms have the meaning set out in the RFP. In the event of any discrepancy, inconsistency or conflicts between the wording of the English or French version of this Addendum #1 or any related documents, the wording of the English version shall prevail.

Q1. I'm wondering if you could share any further information on this RFP or share the formal RFP document with our team. We're interested in submitting a proposal.

A1. You may download a copy of the RFP document directly from www.CanadaBuys.canada.ca (formerly www.BuyandSell.gc.ca) at no charge.

Q2. Conscious the questions are due tomorrow by 2pm. I wonder if there is anything else which is required at this stage. And if this is the correct address to send the questions.

A2. No other action required from bidders outside of the Key Dates in the RFSA. Confirming the correct address to submit questions and/or proposals is Procurement@cdic.ca as stated in the RFSA.

Q3. Can you confirm if we can join 2 agencies (creative and media agency) together for this submission?

A. If so, how would you like us to respond to the Bidder information section Appendix C-2? Would you want us to provide all information for both agencies coming together?

B. If the 2 agencies have worked together on 2 media campaigns, we can provide 2 case studies that these 2 agencies have worked together on to demonstrate our related experience. However, if the 2 agencies have not worked together on 2 media campaign of similar nature, should we provide 2 case studies from the creative agency, and 2 separate case studies from the media agency to demonstrate our related experience? Or only provide 2 case studies in total (1 from each agency) (e.g. creative agency would include a case study demonstrating the related experience for the creative services (media being handled by another external vendor) and the media agency would include a case study demonstrating the related experience for the media services (creative being handled by another external vendor).

A3. CDIC will consider proposals where a portion of the work is subcontracted provided all work is managed by the bidder.

Q4. We're interested in reviewing the RFP (PW-22-01006695) to evaluate if we would be a good fit to respond. Are you able to forward along?

A4. See A1 above.

Q5. You include a number of documents that a built as if you'd like us to fill them in but the form of the document doesn't allow for it to be filled in so we're left to recreate it. Was that your intent or are you hoping we could fill those pages in within your format?

A5. All template forms are available in Word as attachments to the solicitation and can be downloaded at no charge.

Q6. Does the client have internal resources, or do they collaborate with a 3rd party agency scoped to implement changes into the CMS and make any technical changes to the site?

A6. This is out of scope of this RFP.

Q7. Should the fees for content creation (E.g. blog article, infographics), and budget for link acquisition (Eg. link building, digital PR) be included in the overall budget for CDICs 2023/2024 fiscal year; or should we focus solely on the consulting portion?

A7. Bidder should include all fees related to the Services contemplated in the RFP in its Financial Offer.

Q8. What are the goals and objectives with SEO (traffic numbers, conversions, revenue, rankings.) and how the client will determine the success of this engagement? (reach, impact?)

A8. CDIC will provide details to the successful bidder.

Q9. Will we be granted with temporary access to Google Analytics, Search Console, and Google Ads accounts to share learnings and efficiencies between paid and organic search?

A9. See A8 above.

Q10. As this is a balance of Creative Agency scope (us) and Media planning/buying - will you be accepting submissions as partners (creative and media)? Or are you solely looking for a one-stop shop with everything in-house (i.e. bigger network shops)?

A10. See A3 above.

Q11. Do expenses need to include tax? (p12)

A11. With respect to the Estimated Budget in Section 3.2 of Schedule "A" (Statement of Work) of the RFP, expenses include all applicable taxes.

Q12. Is there existing persona development, including qualitative research around pain points, opportunities, barriers, etc., or should this be factored into the year 1 scope of work?

A12. CDIC has a third-party qualitative research partner to support the strategy.

Q13. Will we be deploying development services as well? (ex. SEO improvement recommendations to your website)

A13. No.

Q14. Are there any media management tools that the CDIC has access to currently that we'll need to adopt as part of our support agreement?

A14. No.

Q15. To confirm, the year 1 activities could include the following:

- Campaign and brand strategy
- One general brand campaign to launch in fall
 - Ongoing media support, reporting, and consultation for the duration of the campaign until March 2023
 - Ongoing creative updates as needed throughout the duration of the campaign
- Ongoing SEO/SEM support, reporting, and consultation
- Potential smaller sub-campaigns to support ad hoc initiatives (1-2?)

A15. The successful bidder will be responsible for all the activities listed above for a strategy that will launch April 1, 2023.

Q16. Should we include organic social media support? This could include items such as overarching strategy and guidance around channel selection, key messages, content calendar development, asset development (including visual and written), posting, and community management.

A16. No.

Q17. Is there a bank of stock imagery, iconography, and brand reference materials that we will be able to leverage, or should we be building this in as a potential cost?

A17. Bidder should build into its Financial Offer.

Q18. Are there any bilingual requirements of the key resources on the project?

A18. See Section 4.6.4 of Schedule "A" (Statement of Work) of the RFP.

Q19. Are there any brand considerations/adjustments that we'll need to make in the coming year?



A19. There are no expected changes to branding elements in the coming year. Brand awareness strategy will be proposed by the successful bidder.

Q20. For testing support, will this require facilitation of focus group testing, or will this be arranged and administered by a third party?

A20. Arranged and administered by third-party.

Q21. It is mentioned that “CDIC will only use BUY AND SELL as its web-based forum to post solicitations.” Instead of BUY AND SELL, Canada Buys is the new official source for Government of Canada tender and award notices. Will CDIC use Canada Buys as the platform to post future related documents and for interested bidders to submit their proposals for the respective RFP?

A21. Effective September 19, 2022, ALL active CDIC opportunities previously published on BUY AND SELL were migrated to the new government of Canada tendering platform CANADA BUYS. CDIC will only use CANADA BUYS to publish any Addendums and Amendments related to this RFP and any future opportunities. Proposals must be submitted to the delivery email address prescribed in the RFP document.

Q22. Who is the incumbent agency? How long have you been working with this agency?

A22. Dentsu McGarry Bowen.

Q23. What does a successful agency relationship look like to your team? How do you like to work with external partners?

A23. CDIC will not respond.

Q24. What are you most excited about or hoping to find in a new agency team?

A24. CDIC will not respond.

Q25. What are your biggest frustrations with past partnerships?

A25. CDIC will not respond.

Q26. Creative Services:

A. Do you have an existing brand strategy framework which you can share with us?

B. If you don't, how open are you to designing a new brand strategy playbook?

A26. CDIC will only share the existing strategy with the successful bidder. Brand awareness strategy for subsequent years will be proposed by the successful bidder.

Q27. Creative Services: How many agencies will be shortlisted?

A27. CDIC intends to award one contract as a result of this RFP.

Q28. Creative Services: What does success look like?

A28. CDIC will not respond.

Q29. Media Services: What is the historical percentage of bilingual support that was required?

A29. Bidder should recommend media language split to reach objectives.

Q30. Media Services: Are there any insights about the KPI's they will be asking media to support ?

A30. Bidder should propose media role in meeting KPIs.

Q31. Media Services: What portion of the budget total would go to media? Is there an assumption or should there be a recommendation?

A31. See Appendix "D-2" (Financial Offer), Table 1. Bidders are required to submit a percentage of estimated budget (Column B) and associated Fee in CAD Dollars (Column C) for Media Buys as part of their Financial Offer.

Q32. Media Services: Is there an assumed media channel allocation (to help us determine proposed remuneration)

A32. No.

Q33. Media Services: What is their current Martech approach and tools?

A33. CDIC has no in-house martech (marketing technology) tools and relies on the agency for the approach.

Q34. Media Services: Are the staffing requirements for both creative and media services combined or for each?

A34. Combined.

Q35. Media Services: On the scale of their survey – what is the sample size and do they need support in this fashion.

A35. Quarterly survey sample is two thousand (2,000) and no support is required.

Q36. Media Services: Do they have a DMP or CDP tech solution? And is the expectation that the agency would manage this tech on a day to day basis

A36. CDIC has no expectation.

Q37. Media Services: Could they further clarify audiences that have higher propensity to run.

A37. CDIC will not respond.

Q38. Media Services: It is only highlighting those unaware and demographically (Quebec / women) - however is there a career profile / rural vs. urban vs. suburban etc / psychographics etc.

A38. CDIC will not respond.

Q39. Schedule "A", Agency fees: Schedule "A" specifies that agency fees include consumer insight services and supporting research. Is it accurate to read part (ii) of the Agency fees definition as meaning time spent by the agency in supporting research activities, minus costs incurred by the research partner in order to conduct various research?

A39. That is correct.

Q40. Appendix "C-1", Technical Offer Submission Form: Could the proposal come from 2 legal entities (creative and media) that are part of the same parent company?

A40. Yes, as long as the Proposal is submitted by the parent company. All invoices would be payable to the parent company.

Q41. Appendix "C-2," RR 1. Organizational Experience: In light of the particular nature of the last 2 years in the business world, would you consider campaigns from more than 2 years ago?

A41. No.

Q42. Appendix "D-2," Table 1, item 1, "Agency Fee": Schedule "A" and item 3 of Annex 1 of Appendix A specify that agency fees will be billed at the hourly rate. Yet no hourly rate is requested. Must we infer that the hourly rate will be agreed upon when the agreement is finalized?

A42. Please refer to Appendix "D-2," under Table 1: Evaluated Price: The evaluation will be based on the amounts indicated by the bidder in Table 1. CDIC will also use these amounts to assess the percentages related to Agency Fees and to the Media Services Commission. Actual hourly rates will be agreed upon when the agreement is finalized.

Q43. Appendix "D-2," Table 1, item 2, Media Services Commission: Must we indicate commissions for every media service that we offer?

A43. No.



Q44. Appendix "D-2," Table 1, item 3, Media Buy: Could our proposal include a subcontractor who would take care of the media portion of services?

A44. Yes.

Q45. Appendix "D-2," Table 1, item 3, Media Buy: In Appendix "D-2," the bidder must assess their agency fees as a percentage of a hypothetical yearly advertising budget. Are we to understand that that percentage is not reflective of the financial agreement that will be concluded between the bidder and CDIC, and that we will need to agree on a hourly rate at which the selected bidder's fees will be billed?

A45. See A42 above.

Q46. Time schedule. Since questions must be sent before October 6, we only have 5 business days left before the deadline for proposals. Could that deadline be pushed back to October 24, in order to have 10 business days for reworking our submission in light of your answers to our questions?

A46. CDIC is unable to extend.

Q47. Can you confirm if all answers will be provided only by October 6, or if some may be published sooner?

A47. CDIC will publish no later than the date set-out in the RFP.

ALL OTHER TERMS AND CONDITIONS OF THE RFP REMAIN UNCHANGED.

[END OF ADDENDUM 1]