

**ADDENDUM No. 2****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 #2 or any related documents, the wording of the English version shall prevail.

Further response from CDIC on Q3. published in Addendum No. 1 in ***bold italics below***:

**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.**

**A. *For section 1, only provide information for the bidder submitting the proposal (primary) whom would be responsible for all work under a resulting contract with CDIC, including any work completed by the other bidder (subcontractor).***

**B. *Bidder may only submit two (2) reference media campaigns and should submit references where the bidder and the subcontractor have worked together to demonstrate experience.***

**ALL OTHER TERMS AND CONDITIONS OF THE RFP REMAIN UNCHANGED.**

**[END OF ADDENDUM 2]**