



## **NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM 1**

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### **NRFP #DC-2023-AK-02 Media Monitoring Services**

#### **Close Date/Time:**

August 8, 2023  
14:00 hours  
Pacific Time

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<b><u>Issue Date:</u></b>	July 28, 2023	<b><u>From:</u></b>	CTC Procurement
<b><u>To:</u></b>	All Vendors	<b><u>E-mail:</u></b>	procurement@destinationcanada.com

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**Below are answers to question(s) submitted in regards to the above noted NRFP as of July 21, 2023.**

- Q1. Can you please confirm if printed news or radio / TV content will be required outside of Canada – (i.e., for the US, UK, or any of the other international key geographic source markets). Are there specific Canadian, US, UK or international sources expected? Is online only news sufficient for international content outside of Canada?

Answer: Yes, DC will require printed news and articles in the UK. Online only is not sufficient to measure our investments into Key Titles. DC does not need radio or TV for the UK. See Q3 below.

- Q2. Does Destination Canada currently have a NLA license for any UK based content readers, or required UK print content? How many content readers does the organization have based in the UK?

Answer: Yes, DC does have an NLA licence. Only 1-5 for content readers.

- Q3. For radio / TV content monitoring – to manage content volumes could it be appropriate to focus news content on top tier news sources only? (i.e. BNN, Global, CBC radio/TV, City TV and CTV). Could other specific channels be required?

Answer: DC does not require radio / TV content monitoring for the UK. If the TV content is we have invested in, then we would know when it is due and would advice the Contractor that it was coming.

- Q4. In section C.3.1 a) i. of the NRFP document- You describe that “daily media monitoring will include the flexibility to add up to 150 additional media sources that will be defined by and unique to Destination Canada.”. Can you confirm if these 150 sources will be the total number of sources required for the daily media monitoring report – or is there a separate list expected as a starting point?

Answer: We are unable to confirm at this time if these 150 sources will be the total number of sources required for the daily report.

- Q5. In section C.3.1 a) ii. of the NRFP document- For daily media monitoring you describe that “Social media monitoring will include the flexibility to add up to 100 different channels...”. Can you please confirm what you mean by different channels? Does this refer to specific social media author / outlet handles, or are there specific social media channels outside of twitter (or Reddit, Facebook, LinkedIn, YouTube) that will be expected?

Answer: DC is not expecting daily media monitoring of Reddit, Facebook, LinkedIn, YouTube in the UK, but would expect UK blogger content monitoring.

Q6. In section C.3.1 a) iii. of the NRFP document- For daily media monitoring you state that “Monitoring will be based on a pre-defined list of keywords”. Can you please provide more information as it relates to the keyword expectations.

Answer: Yes, the search terms will be agreed upon by the Contractor and DC.

Q7. For the two daily 8:30 AM Eastern Time and 09:00 GMT reports. Can you please confirm:

- What keywords are expected.
- What content categorization is required.
- What media types are required – all Online, Trade, Print, Broadcast and social content?
- Will the two reports include overlapping / identical content – or are there different keyword / regional / media type requirements for each? Is the 8:30 AM Eastern Time expected to have updated content vs. the 09:00 GMT report?

Answer: UK does not need two daily reports. The search terms will be agreed upon between DC and the Contractor.

Q8. In section C.3.1d) – It is stated for the daily media monitoring that the service will “Allow DC to share editorial coverage with key tourism stakeholders mentioned within the article or broadcast content”. Can you please confirm how many total readers of licensed print / broadcast content will be required in each market (Canada, the US, and the UK)? Can you please confirm if you will be sharing content with stakeholders outside of Destination Canada?

Answer: Generally, DC does not share with stakeholders outside of Destination Canada.

Q9. In section C.3.1 h) – it is stated a need for “immediate notification of potential reputational risk to Canada, Destination Canada based on identified key words and subjects within one (1) hour of publication via phone and email. Proactively set up alerts upon request.”. Will automated email notifications sent to any email / mobile device be sufficient for this requirement (or a programmatic email to text message), or is a human phone notification required?

Answer: Yes, email is acceptable and sufficient in real time. This is not applicable to the UK generally.

Q10. In section C.3.2 a) i. - For Reporting and Measurement services – beyond the statistics outlined below, will other analysis metrics or qualitative analysis/insights be required for these for any daily, monthly, quarterly, semi-annual, annual, or campaign specific reports?

- Average number of unique daily visitors to a digital website;
- Print circulation, excluding any multipliers;
- Broadcast audience reach;
- Reach and impressions obtained by earned digital content on social media channels; and
- Traditional ad value equivalency (“AVE”) reports.

Answer: How the article was generated: Visit Canada Programme (i.e., DC earned), reactive, proactive (i.e., deskside /pitch, GO MEDIA, RVC, DC Interview), and key title.

Q11. In section C.3.2 a) ii. – Can you please confirm that the “3 daily reports (one manual and two automated)” will be delivered as a newsletter with a list of validated articles – and not a graphical report with charts / metrics / sentiment etc. for the day?

Answer: Confirming that the former is the requirement. For UK they only require one daily report.

Q12. In section C.3.2 c) – A need is described for “Unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process)”. Can you please confirm that the team is looking for access to a media monitoring

platform where ad-hoc searches can be created and automated / Boolean based analysis dashboards can be created – for both traditional and social media? How many platform users will be required?

Answer: Basic dashboard search for articles using keywords for traditional media is required.

Q13. In section C.4 – you stated that monthly reports should be delivered within “2 business days following month end, and 1 week of calendar year end” for the annual report. Are these delivery time frames flexible?

Answer: Yes, these monthly reports are flexible.

Q14. Would preference be given to a vendor who is already approved under the Federal Government Supply Arrangement under terms and conditions code 2035?

Answer: As Destination Canada is conducting our own competitive process for this service and not looking to adopt contracts under the Federal Government Supply Agreement, no preference would be given as part of this process. The proposal will be evaluated based on the requirements stated in the NRFP document.

Q15. In the NRFP document under Appendix 6: Measurement and Reporting Guideline Quantitative parameters section c) - it is defined that “Top Tier media will be defined by Destination Canada. The contractor will note whether the item appears in one (1) of the media outlets considered Top Tier”. Are you able to provide this list of top tier media?

Answer: Destination Canada refers top tier media as those of national or regional importance. In Canada, the Globe and Mail, the National Post or the Ottawa Herald. For the UK, we prefer not to supply at this time but can consider: Times, Sunday Times, Financial Times, Telegraph, Sunday Telegraph, Independent, The Guardian, Daily Mail, Sunday Mail, Wanderlust, Economist, Conde Nast Traveller, National Geographic UK, Evening Standard and Metro as a starting point.

Q16. In the In the NRFP document under Appendix 6: Measurement and Reporting Guideline Qualitative analysis section a) – custom tonality / sentiment assignment for content is discussed. Can you please confirm if this qualitative analysis is only to be applied to the Top Tier media list, or other priority outlet list to be provided, or is all content expected to be human coded for custom sentiment?

Answer: Only applies to the top tier list.

Q17. Are the provincial and territorial marketing organizations part of this NRFP?

Answer: No, they are not included in this NRFP.