



**RETURN BIDS TO:**

**RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des soumissions -  
TPSGC**

**11 Laurier St. / 11, rue Laurier**

**Place du Portage, Phase III**

**Core 0B2 / Noyau 0B2**

**Gatineau**

**Québec**

**K1A 0S5**

**Bid Fax: (819) 997-9776**

**SOLICITATION AMENDMENT**

**MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

**Comments - Commentaires**

**Vendor/Firm Name and Address**

**Raison sociale et adresse du  
fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**

Communication Procurement Directorate/Direction de  
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

<b>Title - Sujet</b> Agency of Record	
<b>Solicitation No. - N° de l'invitation</b> EP361-191751/B	<b>Amendment No. - N° modif.</b> 002
<b>Client Reference No. - N° de référence du client</b> EP361-19-1751	<b>Date</b> 2019-05-07
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-76931	
<b>File No. - N° de dossier</b> cz002.EP361-191751	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-05-28</b>	<b>Time Zone Fuseau horaire</b> Eastern Standard Time EST
<b>F.O.B. - F.A.B.</b>	
<b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

The reason for this amendment is to make a revision to the RFP and to include the bidder's conference presentation, including the bidder's questions and answers.

**AT 4.2 Basis of Selection:**

**DELETE:**

<b>Basis of Selection - Highest Combined Rating Technical Merit (70%) and Price (30%):</b>				
		<b>Bidder 1</b>	<b>Bidder 2</b>	<b>Bidder 3</b>
<b>Overall Technical Score</b>		115/135	89/135	92/135
<b>Bid Evaluated Price</b>		\$55,000.00	\$50,000.00	\$45,000.00
<b>Calculations</b>	<b>Technical Merit Score</b>	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	<b>Pricing Score</b>	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27.00$	$45/45 \times 30 = 30.00$
<b>Combined Rating</b>		84.18	73.15	77.70
<b>Overall Rating</b>		1st	2nd	3rd

**INSERT:**

<b>Basis of Selection - Highest Combined Rating Technical Merit (70%) and Price (30%):</b>				
		<b>Bidder 1</b>	<b>Bidder 2</b>	<b>Bidder 3</b>
<b>Overall Technical Score</b>		115/135	89/135	92/135
<b>Bid Evaluated Price</b>		\$55,000.00	\$50,000.00	\$45,000.00
<b>Calculations</b>	<b>Technical Merit Score</b>	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	<b>Pricing Score</b>	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27.00$	$45/45 \times 30 = 30.00$
<b>Combined Rating</b>		84.18	73.15	77.70
<b>Overall Rating</b>		1st	3rd	2nd



# Government of Canada's Advertising Agency of Record

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Request for Proposal #EP361-191751/B

# Agenda

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1. Introductory Remarks
2. Background and Program Overview
3. Procurement Process
4. Questions and Answers



# 1. Introductory Remarks

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- This session will be recorded for reference.
- All materials will be posted in both official languages on [buyandsell.gc.ca](https://buyandsell.gc.ca) following the session.
- In case of discrepancy, RFP documents take precedence over information provided at this session.



# 1. Introduction of key stakeholders

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- Public Services and Procurement Canada:
  - Advertising Coordination and Partnerships Directorate (ACPD): Program Authority
  - Communication Procurement Directorate (CPD): Contracting Authority

## 2. Background and Program Overview

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- The Government of Canada spends approximately \$40 million on media placement annually.
- Public Services and Procurement Canada (PSPC) is seeking bids from interested suppliers to act as the Government of Canada's Agency of Record to undertake the following:
  - **Management services**
  - **Advertising services:**
    - **Media planning and strategizing**
    - **Media buying, ad serving and trafficking**
    - **Reporting, Reconciliation, Ad Verification, DMP and Dashboard(s)**
- GC institutions work individually with Creative Agencies to develop creative for their campaigns.
- Institutions, the Agency of Record and Creative Agencies work closely together in the delivery of campaigns.

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# Questions?





## 3. Procurement Process

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- Overview of the procurement process and schedule
- Phased Bid Compliance Process
- RFP Bid preparation instructions
- Basis of selection and evaluation criteria



### **3. Contracting Authority**

All inquiries pertaining to this RFP must be directed in writing to the Contracting Authority:

Attention: Chris Ivany

Title: Supply Specialist

Telephone: 613-993-0048

Email: [Christopher.Ivany@pwgsc-tpsgc.gc.ca](mailto:Christopher.Ivany@pwgsc-tpsgc.gc.ca)

## 3. Procurement Timeline

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### REQUEST FOR PROPOSAL

Key Activity	Timeline
RFP issued on BuyandSell.gc.ca	April 23, 2019
Bidders Conference	May 6, 2019
End of Solicitation Enquiry Period	May 21, 2019
Bid Closing	May 28, 2019
Award of Contract	Summer 2019

## 3. Phased Bid Compliance Process

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- Provides bidders with greater flexibility to demonstrate compliance with mandatory requirements after the solicitation closing date.
  - **Examples:** missing signatures or missing pages in the technical proposal.
- The phased bid compliance process is outlined in Section 4.1 of the RFP.



### **3. RFP Bid Preparation Instructions**

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- Addressed in Part 3 of RFP – Bid Preparation Instructions
- Bidders must be mindful of the RFP instructions
- Deviations from the requirements of the RFP may render bids non-compliant

### **3. Date and Place of Delivery of Bids**

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**Bid submission deadline: May 28, 2019 at  
14:00 EST**

**Hard Copy Delivery Address:**

Bid Receiving - PWGSC

11 Laurier St., Phase III, Place du Portage Core 0B2  
Gatineau, Québec K1A 0S5  
Canada

**Email Address to Register for ePost Connect** (recommend  
emailing 5+ days before closing date):

[TPSGC.DGAreceptiondessoumissions-](mailto:TPSGC.DGAreceptiondessoumissions-)

[ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca](mailto:ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca)



## 3. RFP Submission Requirements

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### Mandatory Content

Bidders must submit the following mandatory documents as part of their bid:

- Technical Proposal (see Annex D)
- Financial Proposal (see Annex E)
- RFP Bid Submission Forms and Certifications (Part 5 of RFP and Annexes C, G and H)

## 3. Basis of Selection

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Section 4 of the RFP addresses Evaluation Procedures and Basis of Selection.

The **responsive** bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

- To be declared responsive, a bid must:
  - (a) comply with all the requirements of the bid solicitation;
  - (b) meet all mandatory criteria; and
  - (c) obtain the required minimum points specified for each criterion for the technical evaluation; The overall rating is performed on a scale of 25 points.
- Bids not meeting (a), (b) or (c) will be declared non-responsive.
- The evaluation will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70% for the technical merit and 30% for the price



## 3. Mandatory Evaluation Criteria

- Mandatory Criteria will be evaluated on a pass/fail basis (i.e. responsive / non-responsive) and subject to the Phased Response Compliance Process described in Section 4.1 of the RFP.

MANDATORY TECHNICAL REQUIREMENTS		Scoring
M1	Corporate Experience	MET/NOT MET
M2	Ability to Communicate in English and French	MET/NOT MET
M3	Resources and Accreditation	MET/NOT MET
<b>MINIMUM REQUIRED</b>		<b>ALL MET</b>
▪ Bidders that fail to meet all mandatory criteria will not be evaluated further and will be considered non-responsive.		

# 3. Rated Evaluation Criteria

RATED TECHNICAL REQUIREMENTS		MINIMUM PASS MARK	MAXIMUM POINTS
Management Approach		3 Pts	5 Pts
Performance		3 Pts	5 Pts
Experience of the Bidder 1		3 Pts	5 Pts
Experience of the Bidder 2		3 Pts	5 Pts
<b>TOTAL POINTS</b>		<b>12 Pts</b>	<b>20 Pts</b>
<ul style="list-style-type: none"> <li>▪ Bidders that fail to meet the minimum points in each rated criterion will not be evaluated further and will be considered non-responsive.</li> <li>▪ Bidders must obtain the minimum total points required in the technical criteria above to be given the opportunity to deliver an oral presentation.</li> <li>▪ Partial points will not be awarded.</li> </ul>			

Bidders that pass the mandatory technical and the point rated technical evaluation requirements must deliver one (1) oral presentation through videoconference or in person, between \_\_\_\_\_, 2019, and \_\_\_\_\_, 2019.

RATED ORAL PRESENTATION REQUIREMENTS		MINIMUM PASS MARK	MAXIMUM POINTS
P1	Communication Skills, Strategic Thinking and Client Relationship Approach	3 Pts	5 Pts



## 3. Evaluation Process - Principles

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### **Independent and Unbiased**

- Members of the evaluation committee will have no interaction with bidders in relation to this procurement.
- Conflict of interest declarations will be produced by each evaluator and by each bidder.
- Evaluation criteria are clearly articulated and documented in the form of an evaluation guide.

### **Conducted by experts and overseen by professionals**

- Only reputable subject matter experts will be part of the evaluation team.
- Representatives of the Government of Canada and of the Association of Canadian Advertisers (ACA) will evaluate the bids.
- The Contracting Authority will oversee the evaluation process.

## 4. Frequently Asked Questions

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Questions	Answers
1. If I did not attend this information session, can I still submit a bid?	Yes
2. Will the list of attendees be published?	No
3. Will the questions and answers be published?	Yes. To ensure an open, fair and transparent process, all questions and answers will be published on <a href="http://buyandsell.gc.ca">buyandsell.gc.ca</a> .
4. Will a copy of the presentation be made available?	Yes. A copy of the presentation will be posted on <a href="http://buyandsell.gc.ca">buyandsell.gc.ca</a> in both official languages.

## 4. Frequently Asked Questions

Questions	Answers
5. a) What is the budget? b) What is the value of the current contract?	a) The GC does not publish project budget numbers b) The value of the current contract is available on <a href="http://buyandsell.gc.ca">buyandsell.gc.ca</a>
6. Is there an incumbent?	There are two incumbents: a) Cossette Communications b) Technologies Adgear
7. Can I email my bid?	The submission process is set out in the RFP Section 2.2.  The epost Connect service provided by Canada Post Corporation is the only accepted means of electronic bid transmission.
8. What is the process for questions during the RFP process?	The process is set out in the RFP Section 2.4. Questions must be submitted in writing no later than 7 calendar days before the bid closing date.



## 4. Questions from participants

Questions	Answers
<p><b>Q1.</b> 4.2 Basis of Selection: Is the ranking of #2 and #3 reversed? Shouldn't a grade of 73.15% be 3rd on the basis of the highest combined rating?</p>	<p>Yes, this will be corrected in a subsequent amendment.</p>
<p><b>Q2.</b> A.4.1.3.1: Are travel costs for the 4 training sessions or seminars per year reimbursed to the Contractor?</p>	<p>Yes. Unless otherwise indicated, travel costs will be reimbursed, in accordance with ANNEX “B”, BASIS OF PAYMENT, B.6 Travel and Living Expenses.</p>
<p><b>Q3.</b> A. 4.2.3.3 - Ad Verification (all digital media): Are you open to using a combination of verification tools?</p>	<p>Yes. Any number of tools can be used to meet the requirement; however, regardless of the number of tools used, the services will be paid based on a single CPM fee, in accordance with ANNEX “B”, BASIS OF PAYMENT, B.3.2.2.3 Ad Verification Technology (AVT).</p>
<p><b>Q4,</b> A.4.3.2.1: Are travel costs for the additional training sessions or seminars reimbursed to the Contractor?</p>	<p>Yes. Unless otherwise indicated, travel costs will be reimbursed, in accordance with ANNEX “B”, BASIS OF PAYMENT, B.6 Travel and Living Expenses.</p>



## 4. Questions from participants

Questions	Answers
<p><b>Q5.</b> B.3.2.2 - DSP, Ad Server and Ad Verification Technology: Are you open to other forms of rates than the ones indicated in the RFP?</p>	<p>The bid solicitation must be structured to enable bids to be evaluated on equal terms. Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, they may submit suggestions in accordance with section 2.6 Improvement of Requirement During Solicitation Period.</p>
<p><b>Q6.</b> D2.1 Mandatory Technical Evaluation: Is there a maximum page count for answers to M1, M2 &amp; M3?</p>	<p>The submission requirements in M1 and M2 indicate to complete the checklists provided, i.e. MET / NOT MET. Bidders are not required to submit any additional information for M1 and M2. The submission requirement in M3 indicate that bidders must provide written evidence demonstrating that each M3 requirement is met. In this case, no page count limit is indicated to provide the written evidence.</p>

## 4. Questions from participants

Questions	Answers
<p><b>Q7.</b> In section D2.1 Mandatory Technical Evaluation the submission requirements for M1 and M2 are “complete the checklist above”. Can you confirm that you are only looking for a response that is a checked box in either Met or Not Met or is there a requirement/opportunity for us to describe how we meet the requirements listed.</p> <p><b>Q8.</b> Is there currently a DMP being used? If so, who is the owner of the DMP?</p>	<p>The submission requirements in M1 and M2 indicate to complete the checklists provided, i.e. MET / NOT MET. Bidders are not required to submit any additional information for M1 and M2.</p> <p>Yes. The owner is AdGear Technologies Inc. AdGear is currently the Government of Canada’s (GC) Advertising Technology Provider. AdGear currently provides DMP, DSP and ad server services to support the GC’ digital advertising activities managed by the Agency of Record.</p>





## 4. Questions from participants

Questions	Answers
<p><b>Q9.</b> In the RFP document there is a mention of AdGear as the ad server for digital campaigns. Is there an ongoing contract with AdGear that would continue into the new agency contract period? Is there an opportunity to review AdGear vs. alternative ad serving options?</p>	<p>Bidders are not required to use the AdGear ad server. AdGear is currently the Government of Canada's (GC) Advertising Technology Provider. The contract will end shortly after the new Agency of Record (AOR) contract begins. The new AOR contract integrating both AOR and advertising technology services will take over all advertising services to institution on December 1st, after Phase I of the transition-in period, as described in the Statement of Work, section A.4.1.1.3.1.</p>
<p><b>Q10.</b> Does the "Oral Presentation" need to be submitted with the written responses on May 28th?</p>	<p>No.</p>

## 4. Questions from participants

Questions	Answers
<p><b>Q11.</b> What is the biggest challenge facing the Federal Government's advertising efforts?</p>	<p>Transparency and accountability, due to the continuously evolving environment and the challenge with numerous media suppliers that have their own metrics and don't allow or limit options for third-party verification.</p>
<p><b>Q12.</b> In the past, the Federal Government issued 2 separate RFPs: one for AOR for buying/planning and one for AOR for tech. Is this RFP a combination of both needs?</p>	<p>This RFP covers a range of service requirements including those previously provided under the Agency of Record and Advertising Technology Provider contracts.</p>
<p><b>Q13.</b> Could you please explain the all-inclusive lot price described under section B.2 Management Services (ongoing). Is this a monthly payment to the successful bidder separate from / in addition to any other fees owing for services provided under B.3?</p>	<p>The all-inclusive lot price indicated in B.2 Management Services (ongoing) is for all services described in ANNEX "A", STATEMENT OF WORK, A.4.1 Management Services. It is a monthly payment for the duration of the contract period, in addition to any other fees owing for services provided under B.3 Advertising Services (as a when requested). The services in B.2 are ongoing whereas the services in B.3 are as and when requested.</p>



## 4. Questions from participants

Questions	Answers
Q14. Are appendices allowed or strictly the 4 pages per question?	Where four (4) pages is indicated, this includes the entire content, including appendices.



# In Conclusion

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Information on the advertising practices of the Government of Canada can be found at: <http://www.tpsgc.pwgsc.gc.ca/pub-adv/index-eng.html>

Q&As, amendments and other information regarding this RFP will be posted as amendments on: [www.buyandsell.gc.ca](http://www.buyandsell.gc.ca)

Please direct any enquiries to the Contracting Authority at: [Christopher.Ivany@pwgsc-tpsgc.gc.ca](mailto:Christopher.Ivany@pwgsc-tpsgc.gc.ca)