



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

Title - Sujet Agency of Record	
Solicitation No. - N° de l'invitation EP361-191751/B	Amendment No. - N° modif. 003
Client Reference No. - N° de référence du client EP361-19-1751	Date 2019-05-14
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-002-76931	
File No. - N° de dossier cz002.EP361-191751	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-05-28	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Ivany, Chris	Buyer Id - Id de l'acheteur cz002
Telephone No. - N° de téléphone (613) 993-0048 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
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)	
Signature	Date

The reason for this amendment is to include questions and answers from the bidder's conference.

QUESTION 1:

Is there a requirement for the data, for the adserver, for the DMP or for the ad verification tools to be housed in Canada?

ANSWER 1:

No there isn't.

QUESTION 2:

For written evidence to support M3, is it necessary to provide invoices or subscription or some other sort of "proof" or is a written affidavit sufficient?

ANSWER 2:

It could be an invoice or anything else that proves you have an active subscription.

QUESTION 3:

Regarding the current DMP, is there an appetite to change process/systems based on recommendations of the successful bidder?

ANSWER 3:

Bidders are not required to use any of the current platforms. Existing contracts will end shortly after the new Agency of Record (AOR) contract begins.

QUESTION 4:

Regarding the oral presentation, when will you notify the bidders about page limits and overall structure required for the documentation?

ANSWER 4:

Please don't provide any documents to support the oral presentation. Nothing will be evaluated. There are no page limits for the oral presentation, only a time limit. With respect to the overall structure, an outline of the content that should be covered is provided. The time line and structure (i.e. content that should be covered) are indicated in ANNEX "D" Technical Evaluation, P1. Oral Presentation.

QUESTION 5:

Regarding the evaluation criteria, each criteria says it is out of 5. Is there a sub-set of elements that are evaluated per criteria that then lead up to a score out of 5?

ANSWER 5:

There are no sub-sets of scoring elements and also no partial points, e.g. 3.5 / 5. Everything submitted for each single criteria (R1, R2 and R3) will be reviewed and a single score out of 5 will be calculated per criteria. The scoring grid and levels, i.e. from 1 to 5, are explained in ANNEX "D" Technical Evaluation, D2. Technical Evaluation Criteria.

QUESTION 6:

Can you share which creative agencies the Government of Canada currently works with?

ANSWER 6:

The roster of agencies with pre-qualified standing offers is posted on Public Services and Procurement Canada's website: <https://www.tpsgc-pwgsc.gc.ca/pub-adv/fournisseurs-providers-eng.html>. Requests for Proposals (RFPs) may also be posted on buyandsell.gc.ca for creative services over and above the provisions of the standing offers.

QUESTION 7:

With respect to the approach used with the different media suppliers, in the planning guides that are set up by the agency, are there specific criteria in relation to the use of local media or local media allocations, i.e. regional, local, national, compared to the use of global platform, e.g. using the services of Google or Facebook compared to the use of other media suppliers, is there in your approach of work specific criteria compared to that?

ANSWER 7:

The choice of media is determined by the objectives of the campaigns, which are determined by GC institutions. The Agency of Record (AOR) develops media strategies and plans that provide media recommendations to GC institutions to meet their objectives. The only mandatory parameters are English and French, to ensure compliance with the Official Languages Act. Government of Canada advertising must be done in both official languages, and there are parameters at that level.

QUESTION 8:

In the Request for Proposals (RFP), you describe a need to get an infrastructure of services available 24/7. In the course of a typical year, knowing that crises are not planned, does your experience allow you to say that crisis management situations occur on average six times a year for example, or in what proportion the agency has had to deal with crisis situations?

ANSWER 8:

It's hard to say. The nature of situations make them difficult to predict. For example, there was a year when a federal General Election was called over a weekend. The Agency of Record (AOR) had to work to suspend the advertising immediately. There could be crisis situations caused by viruses posing an imminent danger to the health and safety of the population. There could be other types of crisis. Generally, there are many activities in January, February, March and early December. The volume of activity during these periods can present significant challenges. In the middle of the summer, it's usually calmer, but there was swine flu some summer ago. Several years ago, there was the crisis in Thailand. More recently, there was the attack in New Zealand on Facebook. Following a recommendation from the AOR, the Government of Canada (GC) decided to suspend all advertising on Facebook for a few days, to ensure that GC ads would not be broadcast next to content from this event. For the GC, Brand Safety is very important. Especially with digital, all necessary measures must be taken to ensure that ads run in appropriate environments. Brand Safety is certainly an extremely important element for which due diligence is required at all times by the AOR. Situations should be avoided as much as possible and the AOR must be able to intervene quickly when an issue arises. This is part of the tender. This is the reason why it is essential to set up a process, to ensure a 24/7 infrastructure is in place.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.