



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. 004
Client Reference No. - N° de référence du client EP361-19-1751	Date 2019-05-16
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 make a revision to the RFP and to include additional bidder's questions and answers.

AT TABLE OF CONTENTS, Insert the following at 7.5:

7.5 Award of Contracts

NOTE: Adjust all other headings in TABLE OF CONTENTS, PART 7 by one number accordingly.

AT PART 7 - RESULTING CONTRACT CLAUSES, Insert the following clause at 7.5:

7.5 AWARD OF CONTRACTS

The Contractor acknowledges that other bidders (the “**next-ranked Bidders**”) submitted bids in response to the Agency of Record for Advertising Services RFP that Canada determined was fully compliant and ranked according to the evaluation procedure and basis of selection section in the Agency of Record for Advertising Services RFP. During the 12 months following the award of this Contract, if the next-ranked Bidder confirms to Canada that it will honour its bid (regardless of whether that bid has otherwise expired), Canada may, in its absolute discretion, award a new contract for the Agency of Record for Advertising Services to the next-ranked Bidder, if this Contract is terminated **for default**. Pursuant to any such new contract, the next-ranked Bidder will be subject to the same requirements established under this Contract.

NOTE: Adjust all other clauses in PART 7, by one number accordingly.

Question 9: Part 1.2 - You reference a 3-year contract period. What is the intended start date of the contract?

Answer 9: We are planning on awarding the contract sometime this summer. The start date is the contract award date. There will be a transition-in period. During the first phase, between the contract award date or start date and November 30, services to GC institutions described in A.4.2 Advertising Services will continue to be provided by the current AOR, while the Contractor sets up the necessary systems and processes. The Contractor will take over all services to institution on December 1, as described in ANNEX “A” STATEMENT OF WORK, section A.4.1.1.3.1.

Question 10: Part 2.1 – SAAC – Section 8

The epost Connect service is allowed as a sole means of delivery of submitting a bid. It is noted however, that Canada will not make any accommodation for any failure attributable to the epost Connect service (e.g. Availability or condition of the epost Connect service or Receipt of a garbled, corrupted or incomplete bid) which is beyond the Bidder's control. Are you recommending that bidders should be submitting simultaneous hard copies if the epost service is not necessarily completely reliable?

Answer 10: We make no recommendation in this matter. Bidders can choose to simultaneously submit copies of their proposal using multiple acceptable delivery methods. If there is a discrepancy between the wording of the soft copy received electronically and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy. For more information, see PART 3 - BID PREPARATION INSTRUCTIONS, section 3.1 Bid Preparation Instructions.

Question 11: Part 3.1 – Bid Preparation Instructions

A pdf format is acceptable for the soft/electronic copy for both the technical and financial bid sections?

Answer 11: Yes.

Question 12: Part 3.1.1 - Electronic Payment Instrument

Is Annex G to be included in Section II - Financial Bid or Section III - Certifications? In the RFP Part 3.1.1 Annex G is referenced under Section II – Financial Bid? On page 13 of the bidder’s conference presentation outlining mandatory content Annex G is noted to be included in Section 111 - Bid Submission Forms and Certifications.

Answer 12: Include it in the Certifications section.

Question 13: Annex A.4.2.3.4 - DMP

Please clarify the role of the DMP. Is this to be a dashboarding and reporting system or an audience management platform?

Answer 13: The DMP’s role is to be a dashboarding and reporting system or platform on government digital advertising activities. Data collected is strictly to report on ad delivery. There is no requirement for audience management, i.e. integration of ad server tags on government websites, creation of audience profiles using data from government advertising for retargeting of subsequent government advertising. Website traffic and conversions (when tracked) from government advertising are generally tracked through website analytics platforms using UTM codes, i.e. mainly Adobe Analytics and Google Analytics. The Government of Canada is subject to the Privacy Act and government privacy policies, which must be taken into account when implementing government advertising.

Question 14: Annex A, 7.3 and B.7 - Performance Incentives

How were the Performance Incentives arrived at? A maximum of \$10,000 in incentives will likely be less than 1% of the total contract value including management fees, media planning fees and media buying commissions.

Answer 14: Performance incentives are a new middle-ground mechanism to incentivize good performance and show appreciation, above and beyond management fees, media planning fees and media buying fees, which should already cover all services described in ANNEX “A” STATEMENT OF WORK.

Question 15: Annex B.2

In setting the Management Services fee of \$20,000 per month, were any assumptions made as to staffing levels and number of hours?

Answer 15: No. The management services fee in ANNEX “B” BASIS OF PAYMENT, B2. MANAGEMENT SERVICES, is an ongoing fee regardless of advertising volume. The fee is to cover overall costs for management services for the duration of the mandate, as described in ANNEX “A” STATEMENT OF WORK, notwithstanding the fluctuating workload, i.e. more effort required at the beginning to set up the necessary systems and procedures. Other fees and rates for advertising services and additional advertising services in ANNEX “B” BASIS OF PAYMENT, section B3. ADVERTISING SERVICES and B4. ADDITIONAL ADVERTISING SERVICES, should cover all remaining costs.

Question 16: B.3.2

Can you please clarify how DMP/Dashboarding hard costs such as data hosting and software costs would be accounted for within fee or proposal structure?

Answer 16: All DMP costs should be accounted for within the all-inclusive fee under B.3.2 Media Buying, Ad Serving and Trafficking, and Reporting, Reconciliation, Ad Verification, DMP and Dashboard(s), section B.3.2.1 All AOR Resources and Time.

Question 17: Annex B.3.2.1

Is it acceptable to submit separate all-inclusive percentages for offline and digital media?

Answer 17: No. Bidders are asked to submit a single all-inclusive percentage fee for all media, i.e. offline (traditional) and digital media, for section B.3.2.1 All AOR Resources and Time.

Question 18: B.3.2.2.1 - DSP

Is this question asking for the DSP technology costs to purchase media or the CPM for purchased media via a DSP? If it is a technology cost these are calculated as a percent of media not a CPM on impressions. Please clarify?

Answer 18: Section 3.2.2.1 DSP should be for DSP technology costs, i.e. platform costs. Other related costs, i.e. the costs for agency resources and time to operate the platform(s), e.g. Agency Trading Desk purchasing and optimizing media buys using the DSP platform(s), should be covered in section B.3.2.1 All AOR Resources and Time.

Question 19: Value of the Current Contract

In your answer to Question 5 in the bidder's conference presentation you state that the current contract is available on buyandsell.gc.ca.

Could you provide us with the contract #s/other identifying #s for the two incumbent contracts for both Cossette Communications and Technologies Adgear to allow us to review? There are literally hundreds of contracts for these organizations and not easily identifiable. Is there a summary report that can be requested?

Answer 19:

<https://buyandsell.gc.ca/procurement-data/search/site/EP361-151112%252F001%252FCZ>

<https://buyandsell.gc.ca/procurement-data/search/site/EP361-150005%252F001%252FCZ>

There is no such summary report available.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.