



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 HC/PHAC Advertising Campaigns	
Solicitation No. - N° de l'invitation HT399-193822/A	Amendment No. - N° modif. 002
Client Reference No. - N° de référence du client HT399-19-3822	Date 2020-02-26
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-008-78477	
File No. - N° de dossier cz008.HT399-193822	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2020-03-05	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
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: Constant, Rachelle	Buyer Id - Id de l'acheteur cz008
Telephone No. - N° de téléphone (613) 290-4035 ()	FAX No. - N° de FAX () -
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

This reason for this amendment is to advise all potential offerors of the questions and answers pertaining to this Request for Proposals in Part 001, and to revise the Request for Proposals in Part 002.

PART 001 – QUESTIONS AND ANSWERS

- Q3 What is your approximate annual budget for a project of this size (including total media spend, agency fees/production costs)?
- A3 From year to year, Marketing, Partnerships and Creative Services Division (MPCSD) manages a number of small to large-scale marketing campaigns. Topics and areas of focus vary dependent on departmental and Government of Canada (GC) priorities. While the number of campaigns and their respective budgets implemented annually can vary and there is no accurate predictor of future priorities, the expectation based on past years is that Health Canada would implement between 5 and 8 campaigns annually, while the Public Health Agency of Canada would implement between 4 and 6 campaigns annually.

The advertising spend (including production, media planning and media buy – the latter of which are the responsibility of the Agency of Record) over the past three years has historically been as follows:

Fiscal	HC Advertising Spend	PHAC Advertising Spend
2018-2019	\$1,695,408	\$2,161,385
2017-2018	\$857,694	\$861,924
2016-2017	\$1,465,523	\$530,625

Note that the contracted creative agencies will be asked to support both advertising and non-advertising (development of campaign materials) requirements.

The historical data being provided for this RFP and resulting Contracts has been provided to assist bidders in understanding Canada's requirements. The inclusion of this data does not represent a commitment by Canada that Canada's future usage or purchase of goods, services or supplies will be consistent with this data. The estimate is provided purely for information purposes. Although it represents the best information currently available, it does not guarantee that the data is complete or free from error.

- Q4 Who is your agency of record?
- A4 Cossette Communications Inc. You can see the reference in the Statement of Work of the RFP - Section 8.1 Government of Canada Advertising.
- Q5 Under table B (rated technical evaluation criteria), you indicate that there is a maximum of 18 pages to respond to all criteria (R1-R6). You also indicate that additional pages will not be considered. None of the rated criteria include questions about staffing, project budgets or client references. Assuming that these are essential to your evaluation, where can we place them so that they can be considered? Similarly, where can we place details about our company and the proposed professional to staff your campaign?
- A5 Only information requested in the evaluation criteria will be evaluated.

-
- Q6 Can you confirm that the solicitation closing date has been extended and is now March 5 at 02:00pm EDT?
- A6 We confirm this is the correct information.
- Q7 Section 1.2 refers to the fact that Health Canada is seeking two (2) lead marketing & advertising creative agencies. Could the mandate for both contracts be awarded to one (1) agency or are you looking for two (2) distinct agencies?
- A7 We are looking for two (2) distinct agencies to award two (2) separate contracts.
- Q8 Section 1.2 - if awarded to two (2) agencies, will the agencies be able to choose which contract they would like to qualify for?
- A8 See Part 002 of this amendment for changes made to the RFP.
- Q9 Annex "F", Table A, Section "M1. Experience" - with regards to the evaluation criteria, must each of the two (2) case studies meet all the criteria or can we combine the cases to meet the criteria?
- A9 The Bidder MUST submit two (2) advertising and/or marketing campaigns, produced and completed within the last three (3) years of bid closing date, that combine to meet the elements listed in M1. Experience.
- However, each of the two (2) advertising and/or marketing campaigns, produced and completed within the last three (3) years of bid closing date must include separate written descriptions that will be evaluated against R1, R2, R3, R4 and R5.
- Q10 Does the partnership strategy you are looking for in R6 (pg. 57 of the RFP), have to be drawn from one of the two cases we are including in our bid, or can it be from a separate piece of work?
- A10 It can be from a separate piece of work.
- Q11 Section 2.2 Submission of Bids - when using epost Connect, what should we be sending our submission to as there does not appear to be a PWGSC, Health Canada or Department of Health option on the epost dropdown for sending? Would it be possible to send the link to myself?
- A11 For bidders choosing to submit using epost Connect for bids closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is: tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca
- Note: Bids will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions [2003](#), or to send bids through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.
- Standard Instructions [2003](#) includes additional details regarding submission via epost Connect. Opening of epost conversions can only be coordinated with the Bid Receiving Unit. The Contracting Authority will not open any conversations or provide any links to bidders.
- Q12 Under M2. Ability to Communicate in English and French there is the following clause:
- "The Bidder must have the capability to provide all services described in the Statement of Work (SOW), in English and French, as and when required."

Does this mean to disqualify any agency that does not have fluent speakers of French in house?
In other words, when referring to services, do you require bilingual contacts?

A12 The mandatory requirement is that bidders must be able to provide all services described in the Statement of Work in both official languages, as and when requested. Therefore, the bidder must be able to produce campaign content in English and French and also the bidder must have agency personnel able to communicate in both English and in French, as and when requested. All agency personnel does not need to be bilingual, but there must be personnel available and able to provide services in both French and English, as and when requested.

Q13 For each campaign, we are required to respond to Rated Criteria R1 – R6. We are wondering if we should organize the submission in a way that all responses for a campaign stay together, or if we should respond to each criteria separately.

For example:

Campaign 1

R1
R2
R3
R4
R5
R6

Campaign 2

R1
R2
R3
R4
R5
R6

OR

R1
Campaign 1
Campaign 2

R2
Campaign 1
Campaign 2
Etc.

A13 Although not mandatory, it would be preferable to provide responses by rated criteria since we will be scoring by criteria.

Q14 In many Government RFP's we are obligated to use a specific font, font size and page margins. I don't seem to see that indicated anywhere. Please confirm there are no restrictions.

A14 See Part 002 of this amendment for changes made to the RFP.

PART 002- THE FOLLOWING CHANGES FORM PART OF THE RFP

1) At Part 4, 4.2 Basis of selection:

DELETE:

The **two (2)** responsive bids with the highest combined rating of technical merit and price will be recommended for award of a contract. Health Canada will make the final determination, at its discretion, which of the two (2) responsive bids is recommended for each of the two (2) resulting contracts (Annex A1 for Health Canada, and Annex A2 for Public Health Agency of Canada).

AND REPLACE WITH THE FOLLOWING:

The **two (2)** responsive bids with the highest combined rating of technical merit and price will be recommended for award of a contract. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of the Contract with Statement of Work Annex A1 - Health Canada. The responsive bid with the second highest combined rating of technical merit and price will be recommended for award of the Contract with Statement of Work Annex A2 - Public Health Agency of Canada.

2) At Annex "F" Under TABLE B – RATED TECHNICAL EVALUATION CRITERIA – Submission Requirements:

DELETE:

Maximum eighteen (18) pages to respond to all rated technical evaluation criteria combined (R1, R2, R3, R4, R5 and R6). Additional pages will not be considered.

AND REPLACE WITH THE FOLLOWING:

Bidders are asked to organize their response according to specifications provided, where applicable, to facilitate the evaluation process. Bidders should note:

- Maximum eighteen (18) pages to respond to all rated technical evaluation criteria combined (R1, R2, R3, R4, R5 and R6). Additional pages will not be considered.
- A page is defined as an 8.5" X 11" sheet of paper, printed single-spaced in font no smaller than 11pts. Times New Roman and with margins of a minimum size of one (1) inch all around;
- Content in links and Uniform Resource Locators (URLs) provided or submitted in the Bid will not be evaluated or scored;
- Each rated requirement must be treated in its own right in the Bid. External materials, such as content located on the Bidder's website, will not be evaluated;
- Canada does not require or recommend that bidders engage in any unpaid speculative work (i.e. strategy development, research etc.) to respond to these criteria and reminds bidders about provisions regarding bid costs found at Standard Instructions 2003-15. A combination of the Bidder's existing knowledge combined with information provided in this Request for Proposal (RFP) should be used to formulate responses; and
- Any additional information provided by Bidders will not be evaluated.

ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN UNCHANGED.