

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 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Advertising Creative	
Solicitation No. - N° de l'invitation 23582-140223/A	Date 2013-10-08
Client Reference No. - N° de référence du client 23582-14-0223	
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-025-63652	
File No. - N° de dossier cz025.23582-140223	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-10-30	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: Schou, Christian	Buyer Id - Id de l'acheteur cz025
Telephone No. - N° de téléphone (613) 995-2278 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF NATURAL RESOURCES 15TH FL 580 BOOTH ST OTTAWA Ontario K1A0E4 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

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

Delivery Required - Livraison exigée See Herein	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

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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation is divided into seven parts plus annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Financial Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Technical and Financial Evaluation, and the Task Authorization Form PWGSC-TPSGC 572.

2. Summary

The Bidder must perform the Work in accordance with the Statement of Work, Annex "A" to provide advertising services for National Resources Canada (NRCan).

The period of the Contract will be from date of award to **March 31, 2014**, with one (1) additional one (1) year option periods.

The requirement is conditionally limited to Canadian goods and/or services.

There is a Federal Contractors Program (FCP) for employment equity requirement associated with this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex named Federal Contractors Program for Employment Equity - Certification.

3. Debriefings

After contract award, bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2013-06-01) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days

Insert: one-hundred twenty (120) days

Delete Subsection 8 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, in its entirety.

Insert: OFFERS SUBMITTED BY FACSIMILE OR OTHER ELECTRONIC MEANS WILL NOT BE ACCEPTED.

2. Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

3. Former Public Servant

Contracts awarded to public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, bidders must provide the information required below before contract award.

Definitions

For the purposes of this clause, "*former public servant*" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;

- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c.C-17, the Defence Services Pension Continuation Act, 1970, c.D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c.R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c.R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c.M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes () No ()**

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes () No ()**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;

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- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

4. Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

5. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the bidders.

6. Basis for Canada's Ownership of Intellectual Property

PWGSC has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

- Section I: Technical Bid (five (5) hard copies)
 Creative samples (one (1) electronic copy)
- Section II: Financial Bid (one (1) hard copy)
- Section III: Certifications (one (1) hard copy)

If there is a discrepancy between the wording of the electronic copy and the paper copy, the wording of the paper copy will have priority over the wording of the electronic copy.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

- 1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Goods and Services Tax or Harmonized Sales Tax must be shown separately, if applicable.

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1.2 Exchange Rate Fluctuation

SACC Manual Clause C3011T (2010-01-11), Exchange Rate Fluctuation

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.
- (c) The evaluation team will determine first if there are three (3) or more bids with a valid Canadian Content certification. In that event, the evaluation process will be limited to the bids with the certification; otherwise, all bids will be evaluated. If some of the bids with a valid certification are declared non-responsive, or are withdrawn, and less than three responsive bids with a valid certification remain, the evaluation will continue among those bids with a valid certification. If all bids with a valid certification are subsequently declared non-responsive, or are withdrawn, then all the other bids received will be evaluated.

1.1 Technical Evaluation

Mandatory and Point Rated Technical Criteria are included in Annex "E".

1.2 Financial Evaluation

Financial Evaluation Criteria are included in Annex "E".

1.2.1 Evaluation of Price

SACC Manual Clause A0222T (2013-04-25), Evaluation of Price

2. Basis of Selection

1. 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 rating is performed on a scale of 1100 points.

2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.

3. The selection 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.

4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70 %.

5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30 %.

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6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and documentation to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with this request will also render the bid non-responsive or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Contract Award

1.1 Code of Conduct and Certifications - Related documentation

By submitting a bid, the Bidder certifies as per section 01 of Standard Instructions 2003 for himself and his affiliates, to be in compliance with the Code of Conduct and Certifications clause of the Standard Instructions. The related documentation therein required will help Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list (<http://www.hrsdc.gc.ca/eng/labour/index.shtml>) available from Human Resources and Skills Development Canada (HRSDC) - Labour's website.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

2. Additional Certifications Precedent to Contract Award

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-responsive.

2.1 Canadian Content Certification

2.1.1 This procurement is conditionally limited to Canadian services.

Subject to the evaluation procedures contained in the bid solicitation, bidders acknowledge that only bids with a certification that the service offered is a Canadian service, as defined in clause A3050T, may be considered.

Failure to provide this certification completed with the bid will result in the service offered being treated as a non-Canadian service.

The Bidder certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

2.1.2 *SACC Manual* clause A3050T (2010-01-11) Canadian Content Definition.

2.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability.

2.3 Education and Experience

2.3.1 *SACC Manual* clause A3010T (2010-08-16) Education and Experience

2.4 Capability of Resources

The Bidder certifies that it has in-house resources capable of meeting roles and responsibilities (as outlined in Annex "A" Statement of Work) of the following categories of service, which are not being evaluated:

- (a) Account Coordination
- (b) Strategic Public and Media relations, Social Media and Advertising Planning and Development
- (c) Graphic Design
- (d) Copy Writing (English or French)
- (e) Copy Editing (English or French)
- (f) Translation and Adaptation
- (g) Proofreading
- (h) Production Management
- (i) Production Coordination
- (j) Media Research
- (k) Media Planning and Coordination
- (l) Media Distribution (Trafficking)

() YES () NO

2.5 Note to Bidder - Exclusivity Provision

1. The Bidder acknowledges and agrees that under the Agency of Record Contract of the Government of Canada for the provision of media placements and related services, contract (EP361-091572/001/CZ), the Bidder, its parent corporation, its subsidiary corporation and any body corporate of the Bidder's immediate family shall not be eligible to bid for any federal government procurement contracts relating to advertising during the term of the contract (EP361-091572/001/CZ) or of any extension thereof.

The Bidder acknowledges and agrees that under the contract (EP361-091572/001/CZ), the Bidder's senior officials will disclose all real and potential conflicts of interest by written notice to the Contracting Authority under that contract.

The Bidder acknowledges and agrees that any subcontractor to the Bidder under contract (EP361-091572/001/CZ) is subject to the same conditions and restrictions as the Supplier under the contract (EP361-091572/001/CZ).

Therefore, the Bidder certifies that it is not the supplier under contract (EP361-091572/001/CZ), a parent corporation, a subsidiary corporation or any body corporate of the Bidder's immediate family or a subcontractor subject to the same conditions and restrictions of the said supplier under contract (EP361-091572/001/CZ). Any certification made by the Bidder that is untrue, whether made knowingly or unknowingly, or failure to comply with the conditions and restrictions mentioned above before or after contract award, or failure to comply with the request of the Contracting Authority for additional information will render the bid non-responsive and any resulting contract will be terminated for default.

2. The following definitions apply to the above provisions:

"PARENT" means, in relation to the supplier under the Agency of Record contract (EP361-091572/001/CZ), a body corporate of which the said supplier under the Agency of Record contract (EP361-091572/001/CZ) is a subsidiary within the meaning of subsection 2(5) of Canada's Business Corporations Act, RSC c C-44.

"SUBSIDIARY" means, in relation to the supplier under the Agency of Record contract (EP361-091572/001/CZ), a body corporate within the meaning of subsections 2(3) and 2(5) of Canada's Business Corporations Act, RSC c C-44, and for the purposes of the Agency of Record contract (EP361-091572/001/CZ), also includes those with a less than 50% ownership.

"FEDERAL GOVERNMENT PROCUREMENT CONTRACTS" means a contract as defined under the Government Contracts Regulations entered into by institutions identified in Schedule I, I.1 and II of the Financial Administration Act, unless excluded by specific acts, regulations or Orders in Council.

"BODY CORPORATE OF THE BIDDER'S IMMEDIATE FAMILY" means a body corporate (including subsidiaries) that has the same parent as the supplier under the Agency of Record contract (EP361-091572/001/CZ) or means a body corporate that does not operate but acquires and holds shares or a controlling interest in the Bidder under the Agency of Record contract (EP361-091572/001/CZ).

"RELATING TO ADVERTISING" means all activities involved in the purchase, by or on behalf of Canada, for the development and production of advertising campaigns and associated purchases of space or time in print or broadcast media, or in other mass media, such as digital, cinema or out-of-home advertising.

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“CONFLICT OF INTEREST” means any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the supplier under the Agency of Record contract (EP361-091572/001/CZ) is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

PART 6 - FINANCIAL REQUIREMENTS

1. Financial Capability

SACC *Manual* clause A9033T (2012-07-16) Financial Capability

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex "D" .
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

1.2.2 Replacement or Addition of Key Personnel

To replace or add key personnel to the contract, the Contractor must submit the name of the proposed individual, the category of service and their curriculum vitae to the contracting authority for evaluation. The individual will be evaluated in accordance with the applicable rated requirements E.2.2 Key Personnel - Requirements and Rated Criteria. The individual must meet the mandatory criteria and obtain the minimum pass mark of 70% in the rated criteria to be considered responsive.

1.2.3 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$200,000.00, Goods and Services Tax or Harmonized Sales Tax included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

1.2.4 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means \$50,000.00.

2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.

3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.

4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

2.1 General Conditions

2035 (2013-06-27), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

3. Term of Contract

3.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2014 inclusive.

3.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one (1) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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Amd. No. - N° de la modif.

File No. - N° du dossier

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Buyer ID - Id de l'acheteur

cz025

CCC No./N° CCC - FMS No/ N° VME

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Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

4. Authorities

4.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Christian Schou

Public Works and Government Services Canada

Acquisitions Branch

Directorate: Communications Procurement Directorate

Address: 360 Albert St. Constitution Square I, Floor 12, Ottawa Ontario K1A 0S5

Telephone: 613-995-2278

Facsimile: 613-949-1281

E-mail address: christian.schou@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

4.2 Project Authority

The Project Authority for the Contract is:

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: ____-____-_____

Facsimile: ____-____-_____

E-mail address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5. Payment

5.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

5.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are excluded and the Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.

3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

a. when it is 75 percent committed, or

b. four (4) months before the contract expiry date, or

c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,

whichever comes first.

4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

5.3 Monthly Payment

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;

b. all such documents have been verified by Canada;

c. the Work performed has been accepted by Canada.

5.4 SACC Manual Clauses

SACC Manual clause A9117C (2007/11/30) T1204 - Direct Request by Customer Department

SACC Manual clause C2000C (2007-11-30) Taxes - Foreign-based Contractor

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cz025

Client Ref. No. - N° de réf. du client
23582-14-0223

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5.5 Discretionary Audit

SACC Manual clause C0705C (2010/01/11) Discretionary Audit

6. Invoicing Instructions

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. category of services and names of resources, number of hours per category and hourly rates;
- b. a copy of time sheets to support the time claimed;
- c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;

Invoices must be distributed as follows:

The original and one (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.

One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

7. Certifications

7.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

7.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and HRSDC-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "FCP Limited Eligibility to Bid" list. The imposition of such a sanction by HRSDC will constitute the Contractor in default as per the terms of the Contract.

7.3 Canadian Content Certification

SACC Manual Clause A3060C (2008-05-12), Canadian Content Certification

8. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

9. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions 2035 (2013/06/27), General Conditions - Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) Annex C, Federal Contractors Program for Employment Equity - Certification
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated _____, (*insert date of bid*) (*If the bid was clarified or amended, insert at the time of contract award:* ", as clarified on _____ " *or* ", as amended on _____ " and insert date(s) of clarification(s) or amendment(s)).

10. Foreign Nationals (Canadian Contractor)

SACC *Manual* clause A2000C (2006/06/16) Foreign Nationals (Canadian Contractor)

OR

10. Foreign Nationals (Foreign Contractor)

SACC *Manual* clause A2001C (2006/06/16) Foreign Nationals (Foreign Contractor)

11. Insurance

SACC *Manual* clause G1005C (2008/05/12) Insurance

ANNEX "A"**STATEMENT OF WORK****1.0 Introduction**

This Statement of Work is intended to solicit proposals from agencies that can clearly demonstrate significant international advertising, public and media relations, and social media development and execution experience and expertise. The key proposed jurisdictions include the Americas, Europe and Asia-Pacific.

2.0 Background

Canada is fortunate to have one of the largest, most diverse natural resource endowments in the world, and it is a key factor securing our future economic prosperity, jobs, and quality of life for all Canadians. The critical importance of our vibrant natural resource sector is clear: Canadas natural resources sector already directly and indirectly drives over 18% of all economic activity in Canada close to one-fifth of our output and over half our exported goods. This sector generates 1.8 million direct and indirect jobs. They also directly account for \$224 billion in exports, or more than 50% of Canadas total merchandise exports; and, \$120 billion in new capital investments, nearly a third of all capital investment in Canada. In a changing global market where environmental issues help shape the public agenda, Canada must be seen internationally as a world leader in the responsible development of natural resources.

Through Responsible Resource Development, Canada put in place a streamlined and efficient regulatory framework. This ensures the regulatory process both protects the environment and is not a barrier to market decisions by providing predictable timelines for review.

Canada has been, and continues to be, the target of intense and sustained public relations campaigns by domestic and international organizations, criticizing our domestic natural resource development policies and companies engaged in resource development. These campaigns have resulted in inaccurate information becoming part of the public debate.

In part due to preconceived notions about the oil sands that are not supported by science, governments in the U.S. and Europe have introduced or are proposing regulations to reduce GHG emissions that unfairly target the oil sands. Californias Low Carbon Fuel Standard, Section 526 of the U.S. Energy Independence and Security Act, and Europes Fuel Quality Directive are specific examples of policies that have attempted to hold oil sands crude to a different standard than other sources of crude oil, some of which have higher sources of GHG emissions than oil sands crude.

The Government of Canada will undertake a coordinated and multifaceted response to engage business, policy and opinion leaders over a two-year period. The objective of this response is to ensure a fact-based public dialogue to secure and expand market access for Canadian resources, primarily energy. Through this effort, the federal government has the opportunity to play an important role in helping to create an environment for economic success by improving the investment climate, strengthening trade opportunities, and accelerating innovation.

3.0 Objectives

- To sustain an engagement and outreach campaign internationally to secure and expand market access for Canadian natural resources, primarily energy, by ensuring a fact-based public dialogue and by strengthening Canadas brand as a global leader in responsible resource development.

-
- Based on the principles behind successful product marketing and branding initiatives (*such as those employed by Tourism Canada to sell Canada as a vacation destination*), the proposed campaign will:
 - Help counter persistent misinformation that exists in the public environment concerning Canadas development of natural resources;
 - Increase awareness and understanding of the Government of Canadas (GC) balanced approach to energy policy and programs, specifically efforts to improve Canadas regulatory system;
 - Demonstrate the GCs appropriate and needed action to ensure that resource development occurs in an environmentally safe and responsible manner in response to concerns about safeguarding the environment; and,
 - Outline the benefits and investment opportunities that exist across Canadas natural resource sector, and emphasize Canada as a stable and secure choice compared to international alternatives.

4.0 Expected Results

Determining the effectiveness of advertising will be based on a synthesis of qualitative and quantitative data garnered from various sources and methods. Increase the number of individuals who:

- visit the campaigns designated web site;
- contact a Canadian foreign office for information/discussion; and,
- contact the designated toll free number for information.

In the mid- and long-term, campaign effectiveness will also be tracked through

- Increases in the consular inquiries about investing in Canada (mid-term)
- Increases in the consular requests for hosting meetings to discuss investing in Canada (mid-term)
- Increases in the consular requests to coordinate Canadian tours for investment delegates (mid-term)
- Increases in foreign direct investments (long term)

5.0 Evaluation

- Data garnered from feedback received from DFAIT foreign mission officers, as well as program officers from NRCAN programs.
- Results from the evaluation tools will determine measures such as: aided and unaided advertising recall among the target audience (target: 30% and 60% respectively); recall the advertisement was produced by the Government of Canada (target: 50%).
-
- Ongoing traditional and social media monitoring.
-
- Engagement with the campaigns social media properties and activities for example, Twitter, Facebook, etc.

Development is guided by focus group testing results and secondary research data on subject matter, markets, and audience and media habits. NRCan and DFAIT will track the effectiveness of this campaign by gathering metrics that determine the potential positive impact realized through the campaign. These metrics include:

- Tracking visits to the campaigns web site, as well as other linked sites; calls to a toll free telephone number, Canadas foreign mission offices and embassies; and, individual enquiries.
- Tracking traditional and social media activity directly related to the campaign this includes ongoing monitoring of social media feedback and discussions, monitoring media reports in domestic and foreign print and online news journals and publications, as well as tracking social media discussion trending.
- Results from pre-campaign focus testing
- Stakeholder feedback.
- Results generated from Google analytics - behaviours once on the site; use of ad word searches; value of online advertising to generate web site traffic; metrics on downloaded communications materials
- Other various advertising campaign evaluation tools.

6.0 Messages

The campaign will reach out to business, trade and financial leaders/decision makers as well as key media and national policy decision makers in the Americas, Europe and Asia-Pacific with messages tailored to respond to the unique requirements and priorities for each jurisdiction and for specific audiences. It will be critical to ensure all messaging is developed with guidance from DFAITs international trade missions and with concurrence of the Ministers of Foreign Affairs and International Trade.

Sample

- Canada is a world leader in the responsible development of natural resources.
- Canadas enhanced regulatory system improves project review and approval, and reduces unnecessary duplication, while strengthening environmental safety.
- The Government of Canada is committed to safeguarding the environment with improved regulations and standards and to ensuring that Canadas resource development occurs in an environmentally safe and responsible manner.
- Canada possesses unparalleled investment opportunities in its natural resource sector.
- Canada is a stable and secure energy choice compared to international alternatives.

Potential Detailed Messaging (sample)

- Canada: a world leader in clean energy, with more than three-quarters of our electrical power coming from emission-free sources.
- Canadas oil sands are among the most rigorously regulated and monitored industrial sectors in the world with regulations and monitoring that are driving innovation innovation that has

achieved a drop of 26 percent in greenhouse gas (GHGs) emissions per barrel between 1990 and 2010.

- Canada has implemented world-class, science-based air, land and water monitoring regimes for the oil sands open and transparent for all the world to see.
- Canada has taken concrete action to reduce GHGs emissions. For example, Canada was the first country in the world to ban new coal plants that use traditional technology for coal-fired electricity generation.
- Canada is already halfway toward closing the gap between what our emissions had originally been projected to be in 2020, and where we need to be to meet our Copenhagen target.

7.0 Target Audiences

Targeted international audiences include ministers, other parliamentarians, national policy makers, business, trade and financial leaders and decision-makers as well as key media in the Americas, Europe and Asia-Pacific.

Political leaders and decision makers, Influencers	- Various Ethnic and Cultural backgrounds, aged 30-65 - Policy advisors, Chiefs of staff, Executive bureaucrats
Business, trade and financial leaders and decision makers, Influencers	- Chief Executive, Financial and Operating Officers - Presidents, sole proprietors of resource companies
Consumers	- Various Ethnic and Cultural backgrounds aged 21-65, active in domestic politics and advocacy
Media	- Political, industry, resource, trade, energy, and technology journalists
Partners	- Resource sector organizations and stakeholders - Other Federal Departments and agencies

8.0 Environmental Considerations

Canadas natural resources sectors are poised to attract significant investments in new projects across the country and this will translate into jobs for Canadians and economic growth for Canada.

Work is being undertaken to modernize Canadas regulatory system, and these improvements will ensure that Canadas resources are responsibly developed in a manner that strengthens environmental protection, supports enhanced Aboriginal consultation, and continues to attract the investments needed to secure Canadas future. NRCan is also investing in programs that foster innovative technologies, geosciences, environmental and social responsibility, and safety and security that will be essential to the long-term prosperity, growth and resilience of Canadas natural resource sectors.

Natural resources are fundamental to the Canadian economy and to Canadians high standard of living. In 2011, Canadas energy, mining and forest sectors accounted for:

- Over 10% of Canadas real gross domestic product;
- Close to 800,000 well-paying jobs for Canadians, or 5% of total employment;

- \$233.3 billion in exports, or 55% of Canadas total exports;
- \$106.3 billion in new capital investments.

These economic contributions, along with Canadas world ranking as a commodity producer, speak to the importance of natural resource sectors for Canadas prosperity.

Canadian firms working at home and abroad provide a wide range of technologies, services and expertise in support of responsible resource development.

Yet, a changing and uncertain world requires that our natural resource sectors evolve. Current challenges include attracting investments to realize Canadas resource potential, diversifying markets and innovating to improve competitiveness and environmental performance.

9.0 Development Process

The international advertising campaign allocates \$24.0 million over two years. Funding will be spent in the following ways:

- Planned rapid response, proactive public and media relations executions that use social media and other trending tactics to engage target audiences.
- Development of Internet activities and points of access the development of a C-Class web site (i.e. appropriate for CEOs, CFOs, COOs, etc.), social media tools and activities on new and existing platforms, and collateral materials deemed essential.
- Secure advertising placement in both traditional and trending C-Class web properties, print publications and other appropriate out-of-home (OOH) advertising tactics, such as airport billboards.

The campaign would attempt to increase value-for-money by negotiating earned media with all purchased placements. Geo-targeting and the use of Internet tagging would be employed to maximize direct-to-primary audience approaches. Emphasis would be applied to media networks offering greater communications convergence or cross-platform opportunities and to those networks that have established platforms that reach mobile device users.

The Contractor will comply with and participate in development processes that involve consensus-building and acquiring expert advice and intelligence from various sources, including from their own foreign operations. These external sources of expertise will help to inform decisions such as media markets, types of media that yield greatest return or market penetration, and identifying shared opportunities to maximize reach.

10.0 Requirement, Deliverables, and Tasks and Services

10.1 Requirement

The Contractor must have the capability of working and liaising in both official languages for the purposes of developing, producing, and implementing communication, public and media relations, social media and advertising strategies and products, associated creative and media plans with NRCan personnel, partners, media contractors, and the Agency of Record (AOR).

To support the stated objectives through advertising, NRCan requires a contractor to provide strategic and media planning, creative, production, administrative services and day-to-day account management services as further outlined below.

Total media placement investment for this campaign is approximately \$18 million for fiscal year 2013-2014 (final media placements values will be determined by several factors).

The contract consists of 2 periods:

- Year 1 - date contract is awarded to March 31, 2014.
- Year 2 - April 1, 2014 to March 31, 2015. Pending funding approval.

The Campaign consists of two phases:

- November 2013 to March 2014

The campaign will begin within two months of this initial meeting in one or more international jurisdictions.

- April 2014-March 2015 Full execution of all advertising components

10.2 Deliverables:

Over the course of fiscal years 2013-2015, the Contractor must coordinate production of any/all of the following products when requested:

- A variety of pre-roll ads
- A variety of Internet ads
- A variety of out-of-home ads
- A variety of print ads
- A variety of adaptable creative

All the above mentioned Deliverables may address specific topic/subjects/issues and may be required in various international languages.

A master overarching campaign public relations strategy with quarterly updates.

A master overarching campaign advertising execution strategy with quarterly updates

A master overarching campaign Internet/Social Media strategy with quarterly updates

The Contractor should be prepared to conduct, at a minimum, the following creative production activities:

- Conceptualize, develop, and present at least 3 creative concepts that appropriately respond to each audience and media;
- Conduct graphical development to final story boards, or animatics treatments of the advertisements;
- Write and edit text (including scripts and narration) for all drafts through to final creative materials;
- Translate and adapt, from drafts through to final creative materials, to the other languages as applicable (including scripts and narration);
- Script, shoot, and post-produce through to final edit for web pre-roll and other electronic materials;

When requested, the Contractor must conduct, at a minimum, the following additional creative production activities:

- Adapt existing ads for use in other media (convergence).

-
- Proofread copy, in all required languages to ensure the proper equivalency is maintained between the languages.
 - Produce advertisements (graphics, photographs and design layouts) draft to final art or equivalent stage (including resizing of print ads if required).
 - Produce and coordinate production of creative. This includes ensuring the professional quality of the duplication or printing for all media.
 - Shoot, record and post-produce through to final edit for pre-roll, Internet, out-of-home materials.
 - From the final approved materials, print or duplicate copies (including quality assurance) for distribution to media outlets as required. (Internet not included)
 - Deliver two master copies of final materials to the Project Authority.
 - Where work is performed by sub-Contractors, manage and ensure quality control of their work.
 - Unless specified otherwise, the Contractor must be proficient with all major industry standard software for production of various advertising media (television, Web, print, out of home, etc).

10.3 Tasks and Services

NRCan requires a Contractor to plan, manage and implement International public and media relations, social media and advertising campaigns which may be supported by collateral materials developed in a variety of international languages

NB: A detailed listing of the roles and responsibilities for the various categories of service is found in Annex A.1.

Advertising Campaign Evaluation

The contractor must provide all the creative materials for this pre-campaign testing.

The Contractor must provide background information and materials, in both electronic and hard copy formats in all required languages, to other Government of Canada Contractors to test advertising campaign creative concepts as well as to evaluate audience impact.

Note: Public opinion research does not form part of this requirement and will be contracted separately by the Government of Canada.

11.0 Assistance Supplied by the Department

The Project Authority at NRCan will:

- Provide access to past campaign final materials to the Contractor to ensure a smooth transition.
- Work with the Contractor to develop messaging consistent with programs and priorities defined by NRCan (and its partners).
- Monitor progress, give required direction and provide timely feedback.

- Be responsible for coordinating the overall project, providing direction and guidance to the Contractor as required, and accepting and approving the Contractors deliverables on behalf of NRCan
- Ensure that the appropriate subject matter experts from within NRCan (and other relevant departments and partners) are available to the Contractor to discuss and provide subject expertise, as well as facilitate cooperation with other representatives as required.
- Provide the Contractor with all required FIP creative files for use in electronic and print advertising as well as in required collateral publication materials.
- Provide other assistance or support as required.

12.0 Project Management Overview

As part of its normal service delivery, the Contractor must adhere to the following project management principles:

- Provide strategic advice and guidance in the execution of possible public and media relations, social media and advertising activities.
- Develop and deliver materials in English, French and all other required languages.
- Build on brand positioning strategies and tactics that have been established for various media.
- Develop strong media plans to meet campaign outcomes as required.
- Coordinate all media placements through the Government of Canada's Agency of Record (AOR).
- Ensure campaign effectiveness as measured by post communications surveys in planning and developing the overall strategic direction, and the media planning for all campaigns.

13.0 Work and Contract Constraints

13.1 Policies and Acts

The GC implements advertising in compliance with procedures and regulations of the Communications Policy of the Government of Canada, the Federal Identity Program Policy (Section 5(6) and Appendix A, sub-sections 3.2, 3.3), the Contracting Policy, the Official Languages Act (Articles 7, 11, 12, 13, and 30), the Multiculturalism Act, Common Services Policy, the Privacy Act, and the Standard on Web Accessibility (see section 14 Reference Web Sites).

The Contractor must maintain financial records in support of each government institution's responsibilities under the Financial Administration Act and provide information in support of each government institution's responsibilities under the Access to Information Act. See section 14 Reference Web Sites.

13.2 Reference Web Sites

- Public Works and Government Services Canada: <http://www.pwgsc.gc.ca>
- Communications Policy of the Government of Canada: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>
- Official Languages Act and Access to Information Act: <http://www.justice.gc.ca>

- Federal Identity Program: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>
- Contracting Policy: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>
- Multiculturalism Act: <http://laws-lois.justice.gc.ca/eng/acts/c-18.7>
- Common Services Policy: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12025§ion=text>
- Privacy Act: <http://laws-lois.justice.gc.ca/eng/acts/P-21/index.html>
- Standard on Web Accessibility:
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601§ion=text>

13.3 Government of Canada Central Organizations

NRCan implements public and media relations, social media and advertising activities in collaboration with other federal departments and agencies. Advertising is coordinated centrally by the Privy Council Office and Public Works and Government Services Canada.

14.0 Approvals Process

The Project Authority (PA) identified within the resulting contract will be responsible for written approvals of all work, receiving all final deliverable material and verifying that value for money has been obtained. It is the Project Authority's responsibility to seek all necessary approvals and will communicate these approvals to the Contractor.

It is the responsibility of the Contractor to facilitate and maintain regular communication with the PA. The Contractor is to immediately notify the PA of any issues, problems, or areas of concern in relation to any work completed under the Contract, as they arise.

The Contractor will work with the PA to set a timeline for delivery and presentation of work including campaign briefs, creative concepts, media plans, and post campaign reports.

All phases of development of public relations, marketing, advertising and campaign strategies and plans, media plans, or creative development will be vetted through the Project Authority. Additional internal approvals will be secured by the PA and reflect review and approval by executive offices at NRCan and the Privy Council Office. These levels of approval may result in longer timeframes for approval prior to proceeding with specific projects.

Ongoing marketing research and insights gained from consultations with partners and subject and jurisdictional experts may require the Contractor to adjust and adapt the campaign based on their results.

The Contractor must not place any advertisement in any advertising medium. All media placement or amendments of Government of Canada advertisements by its AOR is subject to prior authorization by Public Works and Government Services Canada (PWGSC). In addition, materials must not be forwarded to media outlets prior to receiving the AORs email acknowledgement of receipt of Work Authorization (WA) and list of media outlets purchased, as applicable.

- Note that traffic instructions and the list of traffic contacts are the responsibility of the Contractor.

Finally, the Contractor may be required to:

- provide weekly status reports detailing all projects being worked on indicating: current status, next steps, agency and client teams, and due date;

- provide contact reports, as requested, detailing overall discussion points and decisions made moving forward; and
- provide monthly cost reports including overall summary of costs incurred to date on each planned project and forecasted final projected cost as compared to estimates and overall budgets

14.1 Reporting Standards and Communications

The Contractor may be required to report as follows to the PA:

- Weekly status reports detailing all projects being worked on indicating current status, next steps, agency teams, and due dates;
- Contact reports (as required) detailing overall discussion points and decisions;
- Monthly budget control reports, including overall summary of costs incurred to date on each planned project and forecasted final projected cost as compared to estimates and overall budgets. All financial reports shall be prepared in accordance with Generally Accepted Accounting Principles (GAAP);
- Post campaign reports as required;
- Post-mortem report summarizing the planning, development and implementation of the entire campaign, including results, lessons learned, recommendations, etc.

It is the responsibility of the Contractor to facilitate and maintain regular communication with the PA and to immediately notify the PA of any issues, problems, or areas of concern in relation to any work completed under the Contract, as they arise. Finally, the Contractor must respond to requests from the PA within twenty four (24) hours or less of receiving the request.

14.2 Creative Constraints

- The Contractor must consult with the PA regarding the depiction of minority groups such as women, visible minorities, and Aboriginal persons.
- Any broadcasted visual advertisements must contain the Canada Wordmark, preceded with the approved animation of the flag symbol as the last image of the advertisement, and the image must remain on the screen for 4 seconds.
- All broadcast audio advertisements must end with the narration: A message from the Government of Canada followed by the approved musical signature (first four notes of O Canada, lasting 1.5 seconds) in the language of the advertisement.
- For broadcasted visual advertisements, the voice-over must be announced over a static screen image of the Canada Wordmark by itself and be at least 2.5 seconds in duration.
- All digital and print advertisements, as well as marketing/partnership materials, must contain the appropriate Federal Identity Program (FIP) corporate signature, as well as the Canada Wordmark and any other GC logo or symbol, as required.
- All advertisements should identify an appropriate Web site and/or applicable contact information. These will be provided to the Contractor by the PA.

14.3 Media Plan Constraints

All media plans and advertising materials (including marketing/partnership materials) produced by the Contractor must be compliant with the *Official Languages Act*. Moreover, institutions must respect the Government of Canada's commitment, stated in Part VII of the Act, to enhance the vitality of official language minority communities.

When implementing the media plan approved by NRCan, the Contractor must co-ordinate its activities with the AOR for all media placements. The Contractor must use the official GC media plan templates provided by, and available from, the AOR.

The Contractor must adhere to the production requirements of the AOR for internet creative materials, to enable the tracking and monitoring of advertisements through the AOR's ad server. These requirements are detailed in the AOR Manual provided by the PA at the outset of the Contract.

14.4 Software Standards

Unless specified otherwise, the Contractor must be proficient with Adobe (including Adobe Illustrator, Adobe Photoshop, Adobe PremierePro, Adobe FireWorks, and Adobe Flash) for the various advertising media that it is required to produce. As well the Contractor must be able to provide all required deliverables in electronic format compliant with the NRCAN's software suite:

- a. Word processing MS Word 2003, MS Word 2010
- b. Spreadsheet MS Excel 2003, MS Excel 2010
- c. Presentation MS PowerPoint 2003, MS PowerPoint 2010
- d. Media MS Media Player Version 10 (or higher), Flash 8 (or higher), WMV files
- e. PDF Adobe Acrobat Reader v8 (or higher)
- f. Video (FLV, MP4, 16 x 9 widescreen**)

Additional requirements/Video:

- Provide transcripts in Word format
- Online video requirements:
 - Be available in multiple web-ready versions including, but not limited to the following formats:
 - ♦ MPEG 4 (H264 Codec + AAC)
 - ♦ WEBM (VP8 Codec)
 - A minimum of 2 sizes are required in each format:
 - ♦ 700 pixels wide with an average bitrate of no more than 350kbps;
 - ♦ 480 pixels wide with an average bitrate of no more than 150kbps;
 - Aspect Ratio: 16 x 9 widescreen
 - Provide two closed captioning files. One in Timed Text Markup (TTML) 1.0 format and one in SubRip (.SRT) format;
 - Provide copies or originals of the source files before and after editing, in digital format on an external hard drive capable of working with a MAC or PC
 - The videos must be configured to allow the videos to progressively download.

- **Offline video requirements:**
 - Provide a rough cut of the Videos, in Windows Media Player (WMV) or via online approval mechanism such as Vimeo to the NRCan project authority for review purposes, no later than ten business days after recording each Video.
- **Audio requirements:** MP3, Ogg Vorbis

In addition, the Contractor must have the ability to upgrade/change their software in response to NRCan changes to their standard software throughout the period of the contract.

14.5 Other Constraints

- **Official Languages:** The Contractor must be able to work in both official languages for the purposes of discussing, planning, organizing, producing and implementing campaigns, partnership/marketing activities, creative and media plans with NRCan personnel, partners, media contractors, and the AOR.
- **Relevant Legislation:** The Contractor must ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

15.0 Green Procurement

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible. Clients and contractors will be encouraged to transmit work requests electronically.

All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible. Double-sided photocopying will be the default unless otherwise specified by the Project or Contracting Authority. Photocopied documents are to be in black and white format whenever possible.

The contractor will be encouraged to provide proofs for client review and approval on-screen or by e-mail, CD, DVD, USB key or zip file, wherever possible.

17.0 Administrative Support Services

The Contractor must provide administrative support services including:

- Project status and contact reports on a regular basis.
- Workback schedules on a weekly basis, or as requested by NRCan.
- Cost reports on a regular basis including breakdown by personnel, resources, travel and rates.
- Cost estimates as requested by NRCan.
- Timely submission of invoices that correspond with Task Authorizations.

Following the acceptance of the plan by the Project Authority, and in consultation with the Contractor, a timeline for delivery and presentation of work including campaign briefs, regular status reports, monthly budget reports, contact reports, and post campaign reports as requested by the Project Authority will be established in a timely fashion.

18.0 Meetings

The Contractor might be asked to participate in meetings as requested, by telephone conference or in person, with various audiences. Many of the meetings will involve examination, assessment and refinement of the materials that can only be accomplished by in-person collaboration. In addition, the requirement for this examination, may, from time to time, arise on an urgent basis. The Contractor must be prepared to respond to urgent meeting requests within four (4) hours, and within twenty-four (24) hours for in-person meetings.

19.0 Travel

NRCan will pay reasonable travel expenses for the Contractors representative(s) in accordance with Treasury Board Travel Guidelines at the time of travel to attend in-person meetings and when requested for marketing discussions that necessitate in-person collaboration. Where travel is deemed necessary, the Contractor will submit a cost estimate to the Project Authority for authorization prior to traveling.

20.0 Roles and responsibilities for the categories of service

20.1 Account Management and Coordination Services

20.1.1 Account Management

The designated resource providing account management services will be responsible for the following:

- Work on the day-to-day development and execution of account management services;
- Ensure that all procedures for the contract and Task Authorizations (TAs) have been followed and correct documentation is in place;
- Document all activities in all categories of service and all direct costs that include the level of effort (time and resources) to deliver the services required by the PA;
- Adhere to all procedures (including budgets, time, and staff resources) and ensure that correct documentation is in place;
- Ensure that changes to the SOW are documented and approved by the PA, and that amendments to the contract are issued by the Contracting Authority prior to the work being done;
- Manage all resources working on the development and production of advertising and marketing/partnership materials;
- Deliver good value for money to the GC on a timely basis.
- Attend client briefings and meetings, and participate in conference calls as required;
- Provide cost reports detailing the monitoring of developing campaigns, budgets and work schedules, produce timely estimates for approval, and advise of budget variances;
- Facilitate creative production and ensure all creative elements have the PA's approval prior to production;
- Supervise and report on any work produced by approved sub-Contractors.

20.1.2 Account Coordination

The designated resource providing account coordination services will be responsible for the following:

- Provide continuous account support to the PA to deliver all of the advertising and marketing/partnership components as detailed in the SOW and TAs;
- Assist the designated resource responsible for account management in the accomplishment of his/her roles and responsibilities which include, but are not limited to:
 - Attending client briefings and meetings (upon request);
 - Providing contact reports and budget reports detailing the monitoring of developing campaigns;
 - Providing budgets and timetables;
 - Producing timely estimates for approval;
 - Advising of budget variances;
 - Facilitating creative production.

20.1.3 Partnerships

Partnerships or collaborative arrangements may be sought to increase the visibility and overall success of a GC advertising campaign. These partnerships can take many forms and can include participation from media contractors.

Within the scope of developing partnerships and subject to approval from the PA, the designated resource providing partnership or collaborative arrangements development services will be responsible for the following:

- Outline the potential types of partnership(s);
- Develop and propose the objectives, key elements and goals of the partnership(s);
- Identify potential partners;
- Inform the AOR if media partnerships are identified;
- Oversee various aspects of the partnership(s) which may include, but is not limited to:
 - Developing the request for proposal, or letter of agreement, or other partnership documentation for approval by the PA;
 - Consulting with the AOR on all media elements including evaluation of media opportunities, as required;
 - Distributing the request for proposal or letter of agreement or other partnership documentation to the potential partners, as required;
 - Participating in the evaluation of the proposals led by the PA, as required;
 - Communicating with partners on behalf of the PA;
 - Developing partnership materials for approval by the PA;
 - Producing and distributing relevant materials to partners, as required;
 - Evaluating partnership activities and briefing the PA on performance and results.

The AOR is the sole agent mandated to negotiate with media contractors in the name of the GC. Within this context, the Contractor must contact the AOR to initiate any and all negotiations with media contractors for media opportunities.

20.2 Strategic Services

20.2.1 Strategic Public and Media relations, Social Media and Advertising Planning and Development

The designated resource providing strategic planning and development services will be responsible for the following:

- Develop a strategy or associated public and media relations, social media and advertising services to assist in creating public awareness of, and/or encouraging a call to action for, products, services or issues of the GC which may require expertise in specific areas as determined in the contract and in the TAs;
- Work in collaboration with the designated resource responsible for providing media strategy and direction to:
 - Provide advice and guidance on the use of new and emerging media, and methods of execution;
- Use information provided in the SOW and creative brief to prepare the overarching strategy and/ or advertising (including marketing/partnerships) plan. The Contractor may also need to provide secondary research and analysis data on which to base strategies. These can include, but are not limited to:
 - Consumer and market research;
 - Target market analysis;
- Detail the objectives, strategies and execution that will be undertaken in the public and media relations, social media and advertising plans. It should include measures to assess the effectiveness of the activities to determine if it meets objectives. It can include:
 - Advertising, marketing and partnership objectives;
 - Branding;
 - Target audiences;
 - Key messages;
 - Creative strategy and concepts (artwork and layout);
 - Recommendation for research and creative pre-testing, as required;
 - Budget;
 - Timing;
 - Rationale;
 - Deliverables;
 - Next steps;
 - Evaluation process;
- Ensure the public and media relations, social media and advertising plans have signed authorization by the PA prior to implementation.

20.2.2 Media Strategy and Direction

The designated resource providing media strategy and direction services will be responsible for the following:

- Develop media strategies and tactical plans that are supported by media analyses and consumer insights;
- Develop media strategies that respond to the objectives of the campaign and optimize cost efficiencies and effectiveness. Consideration of all traditional and non-traditional media channels and their roles in the overall advertising (including marketing/partnerships) plan (paid, owned or earned) is essential;
- Work in collaboration with the designated resource responsible for strategic planning and development to:
- Provide advice and guidance on the use of new and emerging media, and methods of execution;
- Use information from the creative and media briefs, consumer and market research, media industry research tools (e.g., Print Measurement Bureau, NadBank, Nielsen Media Advisor, Comscore, etc.) and proprietary research to develop media insights to inform the advertising (including marketing/partnerships) plan;
- Provide the basic components, rationale and media research support (if available) for the following:
 - Media objectives;
 - Target demographics;
 - Coverage;
 - Campaign timing;
 - Media selection;
 - Recommended media weights;
 - Audience receptivity;
 - Media estimates;
 - Recommended reach and frequency;
 - Media properties;
 - Media costs by property;
 - Total media budget;
 - Media distribution plan.
- Provide other services including, but not limited to:
 - Ensure a close working relationship with the AOR by:
 - ♦ Facilitating media plan sign-off by the PA. It is the responsibility of the Contractor to ensure that all media negotiations and placements are only made through the AOR;
 - ♦ Briefing the AOR on media plan specifications;

- Develop accurate cost estimates and budget control of all media activities for easy client access and retrieval;
- Analyze and interpret pre-buy reports prior to air date and publication date, to update the PA on campaign delivery and performance.
- Analyze and interpret post-buy reports to update the PA on campaign delivery and performance.

20.3 Creative and Production Services

20.3.1 Creative Direction

The designated resource providing creative direction services will be responsible for the following:

- Oversee and provide direction on overall quality of all creative elements, concepts, development, and production of all products;
- Attend client briefings and meetings, and participating in conference calls as required;
- Assign, direct and supervise all aspects of the production team including copywriting, graphic design, copy editing, proofreading, translation and adaptation, management, and production services;
- Oversee and provide direction for all creative work produced by sub-Contractors.

20.3.2 Graphic Design

The designated resource providing graphic design services will be responsible for the following:

- Develop creative concepts, including copy and artwork, as well as facilitate the production of all required creative materials. It may include, but is not limited to, creating broadcast, digital, out-of-home, and print advertisements, as well as collateral materials;
- Work in collaboration with the designated resource providing creative direction, to advise the client where and when to use existing assets and when original work may be required.

20.3.3 Copy Writing (in English, French and all other required languages.)

The designated resource providing copy writing services will be responsible for the following:

- Ensuring overall quality of all copy elements from concepts to final products, including advertising and marketing/partnership materials;
- Creating new copy and/or providing revisions to existing copy in English, French and all other required languages.;
- Ensuring messaging is appropriate for target audience(s).

20.3.4 Copy Editing (English or French)

The designated resource providing copy editing services will be responsible for the following:

- Copy edit in one of the official languages for a variety of media such as broadcast, digital, out-of-home, and print, as well as collateral materials;
- Ensure messaging is appropriate for target audience(s).

20.3.5 Translation and Adaptation

The designated resource providing translation and adaptation services will be responsible for the following:

- Provide or manage the translation and adaptation of materials in English, French and all other required languages;

20.3.6 Proofreading (in English, French and all other required languages)

The designated resource providing proofreading services will be responsible for the following:

- Proofread copy to ensure accuracy;
- Proofread copy to ensure the proper equivalency is maintained between English, French and all other required languages;
- Manage the proofreading of materials that have been translated into English, French and all other required languages.

20.3.7 Production Management

The designated resource providing production management services will be responsible for the following:

- Provide production management services for multi-media advertising products such as, but not limited to:
 - Broadcast;
 - Digital;
 - Out-of-home;
 - Print;
 - Collateral materials.
- Ensure production supervision and quality control of materials, including work that is outsourced for broadcast, digital, out-of-home, cinema, and print as well as marketing/partnership materials;
- Adhere to creative content constraints outlined in Section 12.2;
- Provide production management services including, but not limited to:
 - Accurately estimating costs;
 - Negotiating with production sub-Contractors;
 - Establishing contingency plans in case of unforeseen events;
 - Following required tendering processes for sub-contracting;
 - Obtaining legal clearance for intellectual property;
 - Negotiating copyright on behalf of the Crown;
 - Casting, negotiating, contracting and paying talent and residuals; and

- Obtaining and documenting talent releases.

20.3.8 Production Coordination Services

The designated resource providing production coordination services will be responsible for the following:

- Print production;
- Broadcast production:
 - Video and audio duplication;
- Digital production:
 - Internet;
 - Digital media;
 - Interactive media;
 - Out-of-home;
 - Collateral materials production.

All "Studio Services" including items such as file retrieval, burning CDs, uploads to extranet, mounting and mock-ups, etc., to support the development of advertising and marketing/partnership must be included within the production coordination services category.

20.4 Media Services

20.4.1 Media Research

The designated resource providing media research services will be responsible for the following:

- Research availability of media;
- Research demographics, target audiences, and market trends;
- Research new and emerging media.

20.4.2 Media Planning and Coordination

The designated resource providing media planning and coordination services will be responsible for the following:

- Develop media plans that respond to the needs of the advertising (including marketing/partnerships) plan objectives including, but not limited to:
- Ensure campaign timing;
- Media selection and rationale including:
 - Recommended placement for television, radio, cinema, print, and digital;
 - Recommended placement for out-of-home materials by type of product (e.g., transit posters, billboards, digital screens), and traffic/audience exposure;

- Media weights and ad size;
- Media costs;
- Reach and frequency;
- Media properties;
- Media costs by property;
- Total media budgets by media;
- Flight plan;
- Flow chart of activity and media exposure such as Gross Rating Points (GRPs) and readership.
- Produce all media plans in accordance with the media plan template provided by PWGSC;
- Ensure a close working relationship with the AOR by:
 - Using the appropriate AOR planning cost guides; and
 - Briefing the AOR on media plan specifications.
- Facilitate media plan sign-off by the PA. It is the responsibility of the Contractor to ensure that all media negotiations and placements are only made through the AOR.
- Develop accurate cost estimates and budget control of all media activities for easy client access and retrieval.
- Develop media plans in compliance with the Official Languages Act.
- Work in collaboration with the designated resources providing media strategy and direction to:
 - Analyze and interpret pre-buy reports prior to air date and publication date, to ensure successful execution of the media strategy;
 - Analyze and interpret post-buy reports to update the PA on campaign delivery and performance.
 - Reviewing and approving AOR reports and recommendations received periodically to provide timely responses to the PA and adjust media plans as required.
 - Developing lists of positive and negative keywords and text links.
- Work in collaboration with the designated media research resource to research:
 - Availability of media;
 - Demographics, target audiences, and market trends;
 - New and emerging media.

20.4.3 Media Distribution (Trafficking):

The designated resource providing media distribution services will be responsible for the following:

- Compile list of media distribution (trafficking) contact information for delivery of creative(s).
- Ensure delivery of creative(s) in proper formats to each media outlet in a timely fashion, except for Internet display creative which is the responsibility of the AOR.

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NB: Ad server services are not included in this requirement. This service is covered under contract with the AOR responsible for all services related to ad servers.

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ANNEX "B"

BASIS OF PAYMENT

NOTE TO BIDDERS:

Bidders must submit an hourly rate for each of the three (3) key categories of services and one single blended hourly rate (see table below under B.1) The single blended hourly rate to be submitted is the rate Bidders will charge for any of the following services:

- Account Coordination
- Strategic Public and Media relations, Social Media and Advertising Planning and Development
- Graphic Design
- Copy Writing (English or French)
- Copy Editing (English or French)
- Translation and Adaptation
- Proofreading
- Production Management
- Production Coordination
- Media Research
- Media Planning and Coordination
- Media Distribution (Trafficking)

The names of resources which will be identified in any resulting contract must have the knowledge and expertise necessary to fulfill the roles and responsibilities indicated in Annex "A".

The Bidder will be paid in accordance with the following Basis of Payment for Work performed pursuant to any resulting contract.

Bidders must include all agency charges in their hourly rates as no other agency fee or commission will be payable above these rates.

The hourly rates are firm and will be used in the evaluation.

B.1 HOURLY RATES

The firm hourly rates are all inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only applicable taxes. All expenses normally incurred in providing the services (i.e., project office space [including the Supplier's hardware and software], word processing, reports, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rate identified hereunder, and will not be permitted as direct charges under any contract. **The Supplier is not permitted to charge hourly rates to prepare work estimates.**

The rates are in Canadian currency, duties are included, and applicable taxes are extra.

Category of Service	NAME OF RESOURCE(S)	HOURLY RATE INITIAL CONTRACT PERIOD	HOURLY RATE OPTION PERIOD
Account Management	To be identified in each TA	\$ _____	\$ _____
Media Strategy and Direction	To be identified in each TA	\$ _____	\$ _____
Creative Direction	To be identified in each TA	\$ _____	\$ _____

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Blended Hourly Rate	Identification not required	\$ _____	\$ _____
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B.2 PRODUCTION COSTS

The production costs are costs associated with the production of the ads and marketing/partnership activities and products, excluding the professional fees billed as hourly rate.

Production costs will be reimbursed at cost, as subcontracted services and direct expenses.

B.2.1 SUBCONTRACTED SERVICES

The Supplier will be reimbursed at cost for any actual expenditures reasonably and properly incurred to acquire goods and services from outside suppliers at the suppliers' price, net of any trade or prompt payment discounts.

For each subcontracted service over \$25,000.00 (GST/HST included), during the life of the contract which includes the option periods, the Supplier will obtain competitive bids from no less than three outside suppliers. The Supplier must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria, and the results.

B.2.2 DIRECT EXPENSES

The professional fees submitted in B.1 are all inclusive.

The Supplier will be reimbursed for expenses not covered in the Hourly Rates, in certain cases and at the sole discretion of Canada, where services outside of normal overhead expenses are required to complete the Work. Such expenses may be allowable as direct expenses given the service(s) is/are documented upon approval of the Estimate. These expenses will be reimbursed net of any discounts, with no mark-up, provided the costs are approved in advance by the Project Authority and they are reasonably and properly incurred in carrying out production and advertising services.

B.3 TRAVEL AND LIVING EXPENSES

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

B.4 CONTRACTUAL JOINT VENTURE (IF APPLICABLE)

The Supplier is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of monies under the Contract to the identified lead member, (insert name), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition,

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it is agreed that giving notice by Canada to the identified lead member shall be deemed notice to all parties.

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ANNEX "C"

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with such request by Canada will also render the bid non-responsive or will constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit HRSDC-Labour's website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- A1. The Bidder certifies having no work force in Canada.
- A2. The Bidder certifies being a public sector employer.
- A3. The Bidder certifies being a federally regulated employer being subject to the *Employment Equity Act*.
- A4. The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).
- A5. The Bidder has a combined workforce in Canada of 100 or more employees; and
 - A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with HRSDC-Labour.

OR

- A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to HRSDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to HRSDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

OR

- B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

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ANNEX "D" - TASK AUTHORIZATION FORM PWGSC-TPSGC 572Travaux publics et
Services gouvernementaux
CanadaPublic Works and
Government Services
Canada**Annex
Annexe****Task Authorization
Autorisation de tâche**

Contract Number - Numéro du contrat

Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu
	Total Estimated Cost of Task (GST/HST extra) Coût total estimatif de la tâche (TPS/TVH en sus) \$

Security Requirements: This task includes security requirements

Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité

No - Non

Yes - Oui

If YES, refer to the Security Requirements Checklist (SCRL) included in the Contract

Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat

**For Revision only - Aux fins de révision seulement**

TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (GST/HST Extra) before the revision Coût total estimatif de la tâche (TPS/TVH en sus) avant la révision \$	Increase or Decrease (GST/HST Extra), as applicable Augmentation ou réduction (TPS/TVH en sus), s'il y a lieu \$
--	---	--

**Start of the Work for a TA : Work cannot commence until a
TA has been authorized in accordance with the conditions
of the contract.****Début des travaux pour l'AT : Les travaux ne peuvent pas
commencer avant que l'AT soit autorisée conformément
au contrat.****1. Required Work: - Travaux requis :**

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

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**Annex
Annexe**

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date

Annex									
Annexe									
Contract Number - Numéro du contrat									

2. Authorization(s) - Autorisation(s)

<p>By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.</p>	<p>En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.</p>
<p>The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.</p>	<p>La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.</p>
<p>_____ Name and title of authorized client - Nom et titre du client autorisé à signer</p>	
<p>_____ Signature</p>	<p>_____ Date</p>
<p>_____ PWGSC Contracting Authority - Autorité contractante de TPSGC</p>	
<p>_____ Signature</p>	<p>_____ Date</p>

3. Contractor's Signature - Signature de l'entrepreneur

<p>_____ Name and title of individual authorized - to sign for the Contractor Nom et titre de la personne autorisée à signer au nom de l'entrepreneur</p>	
<p>_____ Signature</p>	<p>_____ Date</p>

ANNEX "E"

TECHNICAL AND FINANCIAL EVALUATION

E.1 MANDATORY TECHNICAL CRITERIA

Bidders **MUST** meet all mandatory requirements of the RFP.

E.1.1 EXPERIENCE OF THE BIDDER

Bidders **MUST** demonstrate their experience and expertise in developing and executing advertising, public relations and/or social media campaigns by providing:

- Two (2) examples, **produced and completed** within the last five (5) years, of an **international, integrated multi-media advertising, public relations and social media campaign**.
- For each example, a copy of actual advertising (at least 3 mediums must be represented) in the original language of the ad, accompanied by translated versions in both English and French (if applicable).

E1.2 KEY PERSONNEL

Bidders **MUST** propose one (1) resource for each of the key categories of service identified below. The minimum number of years of experience for each is:

- Account Management - 3 years as an Account Manager, Senior Account Executive or equivalent
- Media Strategy & Direction - 5 years as a Media Strategist, Media Director or equivalent
- Creative Direction - 5 years as a Creative Director, Executive Creative Director, Group Creative Director or equivalent

E.1.3 THE BIDDER MUST COMPLY WITH THE CERTIFICATION REQUIREMENTS AS DESCRIBED IN PART 5.

ADDED INFORMATION FOR THE PURPOSE OF THIS EVALUATION:

- A public relations, social media and advertising campaign that is **produced and completed** means that:
 - The creative and production work was completed; and
 - The advertisement was broadcast or published in the appropriate media;
 - The public relations and social media activities were delivered; and
 - Preliminary results of public relations, social media and advertising activities are available and measured.
- An **international campaign** is defined as a campaign delivered in a country other than Canada
- An **integrated multimedia campaign** means a combination of at least three different media (any of the following: TV; print; radio; Out-of-Home; internet; cinema; new media, etc) with the appropriate marketing collateral activities.
- A **foreign market** refers to any market outside of Canada.
- **Bilingual** refers to the two (2) official languages of Canada, English and French.

E.2 POINT RATED TECHNICAL CRITERIA

Rated Criteria	Minimum Points Required	Maximum Points
E.2.1 Experience of the Bidder	350	500
E.2.2 Key Personnel	105	150
E.2.3 Understanding of the Requirement & Proposed Approach	315	450

Bidders that fail to meet the minimum points in each rated criterion will not be evaluated further and will be considered non-responsive.

The following scoring grid will be used for the evaluation of all rated criteria.

Percentage Factor	Rating Level
0	No details provided as to how the bidder meets the criteria. Unable to evaluate.
1	Unacceptable - Very limited description as to how the bidder meets the criteria. Extensive weaknesses and/or deficiencies that pose major risk(s) to the project.
2	Weak - Limited description as to how the bidder meets the criteria. Several weaknesses and/or deficiencies that pose moderate risk(s) to the project.
3	Average - Partial description as to how the bidder meets the criteria. Limited weaknesses and/or deficiencies that pose minor risk(s) to the project.
4	Satisfactory – Complete description as to how the bidder meets the criteria. Minimal weaknesses and/or deficiencies that will not likely pose any risk to the project.

5	Strong - Comprehensive description as to how the bidder meets and/or exceeds all of the criteria. No evident weakness or deficiency. No inherent risk posed to the project.
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Percentage Factor	Percentage of total points
1	20%
2	40%
3	60%
4	80%
5	100%

E.2.1 EXPERIENCE OF THE BIDDER

The Bidder SHOULD follow the example template provided in Appendix 1 when responding to the five (5) criteria under E.2.1 – EXPERIENCE OF THE FIRM.

For criteria E.2.1.1, E.2.1.2 and E.2.1.3, the technical score will be calculated by taking an average score obtained for each example.

For criteria E.2.1.4 and E.2.1.5 the technical score will be evaluated using the information provided in the two (2) examples collectively.

The two (2) campaigns submitted in Mandatory Criteria E.1.1 will be evaluated as follows:

E.2.1.1 Strategic Thinking (Solution/Creative Concept) - 125 Points

The Bidder:

- clearly and succinctly articulated the client's objectives and the role of the Agency – 25 points;
- demonstrated an in-depth understanding of the product/service/social issue market(s) and target audience(s) – 25 points;
- extrapolated key insight(s) to rationalize creative and media recommendations – 25 points;
- recommended insightful creative and described why and how the creative idea resonated with and motivated the target audience(s) – 25 points;
- explained convergence of creative and messaging to show how they worked effectively together, and why, to achieve the stated business objective(s) – 25 points.

E.2.1.2 Strategic Thinking (Media)– 75 Points

The Bidder:

- developed a comprehensive approach to recommending specific communications products and to meet the objective(s) – 25 points;
- provided recommendations that were supported by evidence and focused on results – 25 points;

- delivered an execution that was true to the strategy – 25 points.

E.2.1.3 Quality of Creative Materials - 100 Points

The production quality of the various elements (e.g., layout, on-screen talents' performance; voice over, sound, animation, art direction, cinematography, overall technical, photography etc.) was technically sound.

E.2.1.4 Breadth and Depth of Experience with a Range of Media/Channels - 100 Points

Demonstrated experience in employing a variety of media and channels (specifically Internet, mobile or digital promotions as well as traditional mediums).

E.2.1.5 Breadth of Experience Targeting Audiences with Various Demographic and/or Ethnographic Profiles - 100 Points

Demonstrated experience in executing campaigns aimed at a variety of different audiences.

E.2.2 KEY PERSONNEL

The Bidder should propose one (1) individual for each key category of service, who represents the calibre of personnel who may be assigned to work on this campaign.

Categories of Service

- Account Management – 50 Points
- Media Strategy & Direction – 50 Points
- Creative Direction – 50 Points

For each proposed individual, the Bidder should submit a CV, limited to two (2) pages, that includes the following information:

- a. Number of years experience in the specific category of service:
 - Account Management: 3 years (3 points); 4-5 years (4 points); 6+ years (5 points);
 - Media Strategy & Direction: 5 years (3 points); 6-7 years (4 points); 8+ years (5 points);
 - Creative Director: 5 years (3 points); 6-7 years (4 points); 8+ years (5 points)
- b. Relevant combined formal education, accreditation and professional development - 10 points
- c. two (2) examples of projects in the last three (3) years (as of bid closing date) that demonstrate the individual's expertise in their field. Each example should provide details on the scope and size of the project and the individual's specific role and contribution toward its success – 35 points

E.2.3 UNDERSTANDING OF REQUIREMENT & PROPOSED APPROACH

The Bidder should provide a comprehensive written description demonstrating their understanding of the required advertising, public relations and social media campaign, as detailed in the Statement of Work.

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The following factors will be evaluated:

- The degree to which the Bidder articulates a clear campaign vision(s) (100 points).
It should include:
 - approaches they will take to develop messages;
 - a demonstration of their understanding of the campaign objectives;
 - a description of creative approaches they are considering and why; and
 - how they envision blending creative and messaging with specific media to reach the identified target audiences
- The degree to which the Bidder articulates a clear understanding of the public environment and its potential positive or negative impacts on the campaign. (100 points).
- Based on the agency's marketplace expertise, the degree to which the Bidder provides a rationale that articulates why the proposed creative, messages and media activities will be successful in attaining intended objectives. The Bidder should provide or cite examples of previous work to explain why this rationale is acceptable. (100 points).
- The degree to which the Bidder articulates how it will most effectively reach the objectives by extending media relationships (Ex: producing television creative cost effectively to support multiple pre-roll productions) (50 points).
- A detailed description of the potential barriers and proposed solutions to working (with and without subcontractors) in strictly foreign markets (50 points)
- The degree to which the Bidder demonstrates technical approaches to converging creative from one tactic to another and through to web. (50 points).

APPENDIX 1 - EXAMPLE TEMPLATE

The Bidder should: use the headings and sub-headings provided below; use plain language; provide facts and sources; and ensure that creative samples are properly labeled.

SECTION I: BACKGROUND INFORMATION

Campaign Name:
Client Name:
Campaign Dates:
Geographic Area Covered:

Campaign Budget Range:

Under \$500K \$500K to \$1M \$1M to \$2M
 \$2M to \$3M \$3M to \$4M over \$4M

SECTION II: SITUATION ANALYSIS

Describe your client's business requirement, challenge, or opportunity and what your agency was hired to do. Include a description of the product/service/social issue at the heart of the campaign, the market(s), and the target audience(s).

SECTION III: STRATEGIC THINKING

Describe the strategic thinking behind the creative approach and the media strategy that you developed to respond to your client's objectives. This should include: a summary of the key data, information, and/or insights (including sources) that anchored your strategic recommendations, and why; a description of the creative idea, the central message, the target audience(s); your rationale to explain why the idea would be compelling to the target audience(s); and, a summary of the media strategy, including digital, social media and media and why it would meet the objectives.

SECTION IV: CAMPAIGN EXECUTION

Describe what communications approaches were used, including digital, social media and media partnerships, if applicable, and how all the elements of the campaign worked together. Explain how the creative idea was executed in the various media and illustrate the role of each element and the synergy between them. Summarize the media plan (percentage of budget allocated to each medium, weight levels, and roll-out dates by medium) and the rationale behind it.

SECTION V: RESULTS

Summarize the campaign results. Results must be for the entire campaign period and should not only relate to specific peaks where results were the best. Include campaign metrics (key performance indicators) and outcome(s) relative to benchmarks, the client's business objectives and digital and social media performance.

SECTION VI: CREATIVE SAMPLES

Provide two (2) digital samples of final versions of all related campaign creative materials (CD or flash drive) formatted for viewing in Microsoft Windows to include:

- Image Files – .pdf file type;
- Video Files – QuickTime for Windows – .mov file type / H.264 compression / 4:3 NTSC (i.e. 640x480) or 16:9 NTSC (i.e. 720x480) / 8Mbps / 16 bit, stereo, 48khz;

Audio Files – .mp3, stereo, 128kbps.

E.3 FINANCIAL EVALUATION

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for advertising services.

The financial scores will be calculated as follows:

Step 1: For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the three periods of the contract (initial 1-year period, extension period 1, extension period 2).

Example of Step 1:

Bidder A

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD	AVERAGE HOURLY RATE
Account Management	\$150.00	\$160.00	\$155.00
Media Strategy and Direction	\$160.00	\$170.00	\$165.00
Creative Direction	\$180.00	\$190.00	\$185.00
Blended Rate for all other services	\$190.00	\$200.00	\$195.00

Bidder B

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD	AVERAGE HOURLY RATE
Account Management	\$175.00	\$185.00	\$180.00
Media Strategy and Direction	\$180.00	\$190.00	\$185.00
Creative Direction	\$200.00	\$210.00	\$205.00
Blended Rate for all other services	\$170.00	\$180.00	\$175.00

Bidder C

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD	AVERAGE HOURLY RATE
Account Management	\$320.00	\$330.00	\$325.00
Media Strategy and Direction	\$330.00	\$340.00	\$335.00
Creative Direction	\$345.00	\$355.00	\$350.00
Blended Rate for all other services	\$330.00	\$340.00	\$335.00

Bidder D

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD	AVERAGE HOURLY RATE
Account Management	\$375.00	\$385.00	\$380.00
Media Strategy and Direction	\$420.00	\$430.00	\$425.00
Creative Direction	\$385.00	\$395.00	\$390.00
Blended Rate for all other services	\$355.00	\$365.00	\$360.00

Bidder E

Category of Service	HOURLY RATE FOR INITIAL CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD	AVERAGE HOURLY RATE
Account Management	\$45.00	\$55.00	\$50.00
Media Strategy and	\$65.00	\$75.00	\$70.00

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Creative Direction	\$55.00	\$65.00	\$60.00
Blended Rate for all other services	\$35.00	\$45.00	\$40.00

Step 2: The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

Example of Step 2:

Bidder	ACCOUNT MANAGEMENT	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE (OTHER SERVICES)
Bidder A	\$155.00	\$165.00	\$185.00	\$195.00
Bidder B	\$180.00	\$185.00	\$205.00	\$175.00
Bidder C	\$325.00	\$335.00	\$350.00	\$335.00
Bidder D	\$380.00	\$425.00	\$390.00	\$360.00
Bidder E	\$50.00	\$70.00	\$60.00	\$40.00
OVERALL AVERAGE	\$220.00	\$228.33	\$246.66	\$235.00

Step 3: If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

Example of Step 3:

Bidder	ACCOUNT MANAGEMENT	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE (OTHER SERVICES)
Bidder A	\$155.00	\$165.00	\$185.00	\$195.00
Bidder B	\$180.00	\$185.00	\$205.00	\$175.00
Bidder C	\$325.00	\$335.00	\$350.00	\$335.00
Bidder D	\$380.00	\$425.00	\$390.00	\$360.00
Bidder E	\$50.00	\$70.00	\$60.00	\$40.00
OVERALL AVERAGE	\$220.00	\$228.33	\$246.66	\$235.00
Maximum Responsive Hourly Rate	\$440.00	\$456.66	\$493.32	\$470.00
Minimum Responsive Hourly Rate	\$110.00	\$114.17	\$123.33	\$117.50

The Bid from Bidder E would be non-responsive as they did not meet the minimum responsive hourly rate.

Step 4: The weighted Financial Score will be determined per category of service

Example of Step 4:

Lowest Responsive Hourly Rate X 5 = Weighted Financial Score per Category
Bidder's Hourly Rate

Bidder	ACCOUNT MANAGEMENT	WEIGHTED FINANCIAL SCORE
Bidder A	\$155.00	5
Bidder B	\$180.00	4.31
Bidder C	\$325.00	2.38
Bidder D	\$380.00	2.04

Bidder	MEDIA STRATEGY & DIRECTION	WEIGHTED FINANCIAL SCORE
Bidder A	\$165.00	5
Bidder B	\$185.00	4.46
Bidder C	\$335.00	2.46
Bidder D	\$425.00	1.94

Bidder	CREATIVE DIRECTOR	WEIGHTED FINANCIAL SCORE
Bidder A	\$185.00	5
Bidder B	\$205.00	4.51
Bidder C	\$350.00	2.64
Bidder D	\$390.00	2.37

Bidder	BLENDED RATE (OTHER SERVICES)	WEIGHTED FINANCIAL SCORE
Bidder A	\$195.00	4.49
Bidder B	\$175.00	5
Bidder C	\$335.00	2.61
Bidder D	\$360.00	2.43

Step 5: The Total Financial Score will be calculated by adding all of the weighted Financial Scores per category.

Example of Step 5:

Bidder	ACCOUNT MANAGEMENT	MEDIA STRATEGY & DIRECTION	CREATIVE DIRECTION	BLENDED RATE	TOTAL SCORE
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				(OTHER SERVICES)	
Bidder A	5	5	5	4.49	19.49
Bidder B	4.31	4.46	4.51	5	18.28
Bidder C	2.38	2.46	2.64	2.61	10.09
Bidder D	2.04	1.94	2.37	2.43	8.78