



RETURN BIDS TO:

RETOURNER LES SOUMISSIONS À:

Bid Receiving - PWGSC / Réception des soumissions -
TPSGC

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION**

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

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

Comments - Commentaires

Vendor/Firm Name and Address

Raison sociale et adresse du
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Title - Sujet Influencer Marketing Programs	
Solicitation No. - N° de l'invitation HT399-204632/A	Amendment No. - N° modif. 002
Client Reference No. - N° de référence du client HT399-20-4632	Date 2021-04-01
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-027-79877	
File No. - N° de dossier cx027.HT399-204632	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-04-13 Heure Avancée de l'Est HAE	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Gillett (cx027), Brendan	Buyer Id - Id de l'acheteur cx027
Telephone No. - N° de téléphone (343) 571-1444 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

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

Solicitation No. - N° de l'invitation
HT399-204632/A
Client Ref. No. - N° de réf. du client
HT399-204632

Amd. No. - N° de la modif.
File No. - N° du dossier
CX027. HT399-204632

Buyer ID - Id de l'acheteur
CX027
CCC No./N° CCC - FMS No./N° VME

Question 1

Based on the technical submissions, each case study has a total of 75 points. Is the calculation done by 75 points X 2?

Response:

As indicated on page 31 of the solicitation "Each written description will be evaluated against R1, R2, R3, R4 and R5 as outlined below". Evaluation will be based on the sum of both submitted case studies.

Question 2

Financial Bid – if everyone is providing hourly rates by role, how will the financial evaluation be determined? Are you using a standard amount of hours * blended rate + any production costs?

Response:

The Evaluated Bid Price for each Bidder will be calculated by adding the provided hourly rates for the initial contract period and all option periods. Part 4.2 Basis of Selection in the RFP is replaced with the following:

4.2 Basis of Selection

4.2.1 Basis of Selection - Highest Combined Rating Technical Merit and Price

1. To be declared responsive, a bid must:

(a) comply with all the requirements of the bid solicitation; and

(b) meet all mandatory technical evaluation criteria; and

(c) obtain the required minimum of 51 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 85 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 75% for the technical merit and 25% 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 75%.

5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 25%. *The evaluated bid price for each Bidder will be calculated by adding the provided hourly rates for the initial contract period and all option periods, as provided in the Bidder's Financial Bid.*

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.

Question 3

Production hard costs are variable depending on the individual campaigns, which influencers are utilized, etc. If we estimate production costs, is it included in the pricing evaluation or are you thinking influencer verification & mgmt. fees associated with using our set tech platforms

Response:

We are seeking to evaluate the costs of the agency related to administrative, strategy and management fees.

Question 4

Is there an annual budget for Public works influencer & social?

Response:

Please refer to Buy & Sell where these details can be confirmed.

Question 5

Are there historical budgets that we can receive?

Response:

Past campaigns had budgets ranging from \$35,000 to \$250,000. This budget range is being provided strictly for historical purpose and does not represent any obligations on behalf of Canada. Buy & Sell typically includes the total contract value of awarded requirements.

Question 6

Are there past Influencer/Social campaigns we can review?

Response:

Topics of past campaigns include vaping, opioids, environmental health and tobacco cessation.

Question 7

Video submission – video tends to be heavy and may exceed min requirements given, but we feel if will showcase the creative & execution of our case studies.. are we able to include video? If so how should we submit those?

Response:

Video samples are not being asked as part of the bid response and therefore will not be evaluated.

Question 8

Can you clarify if just the National program must be bilingual and include Quebec, or does the Regional also require bilingual?

Response:

Both submitted examples (national and regional) must be bilingual.

As stipulate in the definition section on page 29, the National program must include Quebec.

Question 9

On page 31, it says "The Bidder must provide a detailed written description of two (2) bilingual digital influencer marketing programs/campaigns..." However, under M2 - Experience of the Firm, the evaluation criteria includes "One (1) of the programs that was originally produced in both official languages."

Can you please clarify if both programs we submit need to have been bilingual or if only one of the programs needs to be bilingual?

Response:

Both submitted examples (national and regional) must be bilingual

All other terms and conditions remain unchanged