





### **Amendment 001 – RFP # CIC-155593**

#### **Amendment 001 is raised to:**

- Remove “Influencer” in section “4.1.1.2 Point Rated Technical Criteria” of “Part4 – Evaluation Procedures and Basis of Selection”;
- Remove “I” and replace it by “F” in Section “3.1 Bid Preparation Instructions” of “Part 3 – Bid Preparation Instructions”.

#### **1. Section “4.1.1.2 Point Rated Technical Criteria” of “Part4 – Evaluation Procedures and Basis of Selection” is deleted in its entirety and replaced by:**

##### **4.1.1.2 Point Rated Technical Criteria**

Each Technical Bid that meets all the Mandatory Requirements specified above will be evaluated and scored in accordance with the following point-rated evaluation criteria table(s). Each point rated technical criterion should be addressed separately.

For each project summary provided, Bidders are required to provide specific dates (month and year) of experience as well as the total duration of project (number of months). The month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001; Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two project references is seven (7) months.

The Bidder must provide a detailed written description of the **two (2) marketing campaigns**, produced and completed within the last five (5) years of bid closing date, that combine to meet the elements outlined in M1 and M2.

Both campaigns will be evaluated against R1, R2, R3, R4, R5 and R6 as outlined below.

Maximum eight (8) pages to respond per campaign example. Additional pages will not be considered.

NOTE: Copies of the actual creatives may be submitted within the written response as support elements to the following Rated Technical Evaluation Criteria. They will count towards the page limits. If creative samples are submitted as separate additional documents or files, they will not be reviewed.

**Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum points for each rated criteria.**

#### **Rating level:**

Points will be allocated as follows for each campaign. To pass, each bidder must attain a combined minimum total score of 34 points across both campaigns, with each criterion requiring a minimum of points for a passing grade.



**0 points:** Insufficient information provided.

**1 point:** An unsatisfactory proportion of the answers were provided, key points sought after were missing.

**2 points:** Information provided demonstrates that the Bidder’s approach or experience only partially meets the stated criteria or is only partially relevant to the overall requirement.

**3 points:** Information provided demonstrates that most elements of the Bidder’s approach or experience meet the stated criteria and are relevant to the overall requirement.

**4 points:** Information provided demonstrates that all elements of the Bidder’s approach or experience meet the stated criteria and are relevant to the overall requirement.

**5 points:** Information provided demonstrates that all elements of the Bidder’s approach or experience exceed the stated criteria and are highly relevant to the overall requirement.

Point Rated Technical Criteria (RT) - Scores			
<p><b>NOTE TO BIDDER: Beside each criterion, write the relevant page number(s) from your proposal that addresses the identified requirement. Point rated technical criteria not addressed will be given a score of zero.</b></p>			
Item		Rating Standards	Cross Reference to Proposal (Page#)
RT1	<p><b>Background</b></p> <p>The Bidder should showcase recent and relevant experience in delivering services related to marketing campaigns. In order to demonstrate experience, the bidder must provide a summary of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date.</p> <p>The summary should include the following information:</p> <ul style="list-style-type: none"> <li>▪ Who was the client and what was the campaign title?</li> <li>▪ Project start date; (Day, Month, Year);</li> <li>▪ What was the agency’s role? What were you hired to do?</li> <li>▪ Were there specific challenges or considerations related to the campaign?</li> <li>▪ What were the campaign objectives?</li> <li>▪ Who was the target audience(s)?</li> <li>▪ In which region(s) and language(s) was the campaign delivered?</li> <li>▪ What were the campaign start and end dates (including month and year for</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign summary: 5 points</p>	



	<p>each)? If you're submitting a portion or phase of an overall campaign, please include the start and end date of that portion/phase.</p> <ul style="list-style-type: none"> <li>What was the budget for the campaign?</li> <li>What were the services provided and how did they meet the objectives of the project?</li> </ul>		
<b>Max points</b>	<b>10 points</b>	Bidder score	<b>/10</b>
<b>Min points</b>	<b>6 points</b>		
RT2	<p><b>Campaign Strategy Development</b></p> <p>The Bidder should demonstrate recent experience in providing Campaign Strategy Development services. In order to demonstrate experience, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>What was the overall campaign strategy? How did you determine that strategy and why? On what data, information, insights, challenges or considerations were the recommendations based?</li> <li>What were the Virtual and In- person tactics and/or the media mix recommended to support the campaign and why?</li> <li>How did you present the campaign strategy to your client to secure approval, including the rationale that supported your positioning and the arguments that solidified and supported your overall approach or strategy?</li> <li>What was the client feedback to the campaign strategy presentation? How did you secure approval? How was</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	



	client feedback integrated into the overall campaign strategy?		
<b>Max points</b>	<b>10 points</b>	Bidder score	<b>/10</b>
<b>Min Points</b>	<b>6 points</b>		
<b>RT3</b>	<p><b>Creative Strategy Development</b></p> <p>The Bidder should demonstrate recent experience in Creative Strategy Development. In order to demonstrate experience, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ What was the foundation to support the creative development? How did you determine this approach and why?</li> <li>▪ How did your creative approach and tone support the overall campaign strategy? What was the connection to the objectives, media mix and audiences?</li> <li>▪ How did your creative strategy impact the tactics and/or media mix recommended? Did the creative approach drive media selection or vice versa?</li> <li>▪ What was the client reaction to the creative approach presented? How did you secure approval? How was client feedback integrated into the overall creative approach?</li> <li>▪ What were the challenges during the development and presentation of the creative strategy? How did you overcome those challenges?</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	
<b>Max points</b>	<b>10 points</b>	Bidder score	<b>/10</b>



Min points	6 points		
RT4	<p><b>Production Capacity and Execution</b></p> <p>The Bidder should demonstrate Production Capacity. In order to demonstrate capacity, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ Describe the approach taken to manage the overall production of creative products including: <ul style="list-style-type: none"> <li>○ Describe the regional or multiple market considerations, audience types, geographic, literacy, or other niche markets.</li> </ul> </li> <li>▪ How did you manage and coordinate the production of all the creative elements to ensure appropriate quality control and delivery under approved timelines? How did you ensure proper budget controls?</li> <li>▪ How did you manage client approval of the creative material? How were comments/feedback integrated?</li> <li>▪ How was the execution of the overall campaign managed? How did you ensure appropriate oversight, coordination and flexibility, including timelines and budget controls? How did you adapt the campaign and the execution to the changing environment as required?</li> <li>▪ How did you manage communication with the client throughout the campaign? How did you seek client input and approval as required?</li> <li>▪ What were the challenges during the creative production process and campaign execution? How did you overcome those challenges?</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	



<b>Max points</b>	<b>10 points</b>	Bidder score	<b>/10</b>
<b>Min points</b>	<b>6 points</b>		
RT5	<p><b>Performance and Reporting</b></p> <p>The Bidder should demonstrate their experience monitoring campaign performance and delivering comprehensive reports to clients. In order to demonstrate experience, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ What were the results of the overall campaign? Did it achieve the intended results? How did it perform against the key performance indicators (KPIs) and objectives? What was the KPIs used to assess the performance of the campaign?</li> <li>▪ What were the results of the creative approach? Did it achieve what was proposed or anticipated? What were the audience reactions and outcomes achieved?</li> <li>▪ How did you monitor campaign and creative performance throughout the campaign for both in person and virtual tactics? Were any modifications or optimizations implemented due to performance factors? If so, please describe. How did you seek client approval for those optimizations and modifications?</li> <li>▪ How did you communicate campaign and creative results to your client throughout the campaign? How were post-campaign evaluations and post-mortems produced and presented?</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	
<b>Max points</b>	<b>10 points</b>	Bidder Score	<b>/10</b>
<b>Min points</b>	<b>6 points</b>		



<p>RT6</p>	<p><b>Anti-racism and diversity activities within the Bidder’s organization</b>  The Bidder should demonstrate they have promoted anti-racism and diversity through the following corporate activities within the organisation:</p> <p><b>a.</b> The Bidder has internally published policies or commitments on anti-racism and inclusiveness. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the policy or commitment; and</li> <li>(ii) A copy of the policy or the commitment documents including their effective date.</li> </ul> <p><b>b.</b> The Bidder’s employees are mandated to take mandatory training on anti-racism. The Bidder must provide the following with the bid</p> <ul style="list-style-type: none"> <li>(i) A description of the training;</li> <li>(ii) The name of the training course;</li> <li>(iii) The name of the service provider; and</li> <li>(iv) A copy of the course outline (if developed internally).</li> </ul> <p><b>c.</b> The bidder’s employees are mandated to take unconscious bias training. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the training;</li> <li>(ii) The name of the training course;</li> <li>(iii) The name of the service provider; and</li> <li>(iv) A copy of the course outline (if developed internally)</li> </ul> <p><b>d.</b> The bidder has publicly available organizational commitments to a diverse workforce. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the commitment;</li> <li>(ii) A copy of the commitment documents including their effective date.</li> </ul> <p><b>e.</b> The bidder has developed internal staffing and/or recruitment strategy(ies) to increase representation of underrepresented groups in their workforce. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the strategy(ies);</li> <li>(ii) Copies of job postings or other staffing/recruitment documents</li> </ul>	<p><b>Maximum 7 points</b>  (1 point for each activity, plus 2 additional point)</p> <p><b>Points for each activity:</b>  1 points (for each activity):  The bidder has fully described the activity and provided the required supporting documents.</p> <p><b>Additional Points</b>  (Max 2 pts):  2 points - Bidder has demonstrated at least 4 of the 5 activities.  1 point – Bidder has demonstrated at least 2 of the 5 activities.</p>	
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	demonstrating compliance with the criterion		
<b>Max points</b>	<b>7 points</b>	Bidder score	<b>17</b>
<b>Min points</b>	<b>4 points</b>		
<b>Total Points (RT1 + RT2 + RT3 + RT4 + RT5 + RT6)</b>			<b>157</b>

**2. Section “3.1 Bid Preparation Instructions” of “Part 3 – Bid Preparation Instructions” is deleted in its entirety and replaced by:**

**3.1 Bid Preparation Instructions**

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

- Section I: Technical Bid one (1) soft/electronic copy via email in .pdf format
- Section II: Financial Bid one (1) soft/electronic copy via email in .pdf format
- Section III: Certifications one (1) soft/electronic copy via email in .pdf format

**Canada requests that respondents submit their response in unprotected (i.e. no password) PDF format by email. Complete size of emails containing a response must not exceed 10MB. Emails exceeding 10MB will not be received. Should the size of email(s) exceed 10MB, respondents must contact the Contracting Authority at least 48 hours prior to the closing date to discuss alternatives.**

**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 a numbering system that corresponds to the bid solicitation; and
- (b) page numbering must be used on the bottom right of each page of the proposal

In accordance with the [Treasury Board Contracting Policy](#) and the *Accessible Canada Act*, federal departments and agencies must consider accessibility criteria and features when procuring goods or services. Therefore, bidders are encouraged to highlight all the accessibility features and components of their proposal for this Statement of Work (SOW) and must:

- (i) demonstrate how the bidder’s proposed goods and/or services meet the accessibility requirement at delivery; or
- (ii) describe how the bidder would deliver its goods and/or services under any resulting contract in a way that satisfies the mandatory requirement.

**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**

Bidders must submit their financial bid in accordance with Appendix "E", Basis of Payment. The total amount of applicable taxes must be shown separately, if applicable.

Bidders should include the following information in their financial bid by completing **Appendix "F"**, Vendor Information and Authorization and include it with their bid:

1. Their legal name;
2. Their [Business Number](#) (BN); and
3. The name of the contact person (including this person's mailing address, phone and facsimile numbers, and email address) authorized by the Bidder to enter into communications with Canada with regards to:
  - a) their bid; and
  - b) any contract that may result from their bid.

Financial proposals must clearly identify the personnel proposed and the associated category for evaluation purposes only. Proposed per diem rates or firm prices must be in Canadian dollars.

The Bidder's firm price in response to this RFP and resulting contract(s) must include all overhead, general & administrative costs and profit. Included are the following costs that may be incurred in providing the required services: office space, computer hardware and software, word processing, preparation of reports, photocopying, courier services, facsimile services, telephone services, local travel expenses, and administration related to non-local travel expenses. "Local" as used here is defined as where the Work is to be performed in Canada as may be specified in the RFP and the resulting Contract(s).

Bidders must provide in their financial bid a price breakdown as detailed in Appendix "E", Basis of Payment.