

REQUEST FOR PROPOSAL "RFP" PS20180445
ADVERTISING AGENCY FOR 2018 ELECTION

QUESTIONS AND ANSWERS NO. 1

ISSUED ON MONDAY MARCH 19, 2018

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| Q1 | Hours related to translating materials into non-English languages. We understand hours related to managing translation are included, however, want to confirm whether the hours and/or expenses needed for actual translation were included. |
| A1 | Expenses needed for translation are included in the scope. Hours related to managing translation are also included. However, hours related to actual translating materials are not specifically included in the scope. |
| Q2 | Hours related to video production. We understand the creative strategy, messaging, and development of the campaign's look and feel (which would transfer to the video) are all included in the 300 hours, however, want to confirm whether hours and/or expenses needed for video production are included. |
| A2 | Hours and expenses needed for video production are included in the 300 hour estimate. |
| Q3 | <p>Please can you specify language requirements for audience targeting for this campaign:</p> <p>a. Should we follow the languages indicated for the four videos in deliverable of pg. B-6 / 3.6C): Simplified & Traditional Chinese, Punjabi, and French?</p> <p>b. Does your team have a preferred translation vendor you would engage for the campaign linguistic adaptation or would the mandated agency handle the creative adaptation/translation?</p> <p>c. Does the cost of that translation/adaptation need to be accounted for as part of our budget breakdown?</p> |
| A3 | <p>a. Yes, please follow the languages in 3.6 (c) for these four videos.</p> <p>b. The successful Agency would handle the adaptation/translation. The City does not have a preferred vendor.</p> <p>c. The cost of translation/adaptation should be accounted for in the budget</p> |

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| | breakdown. |
| Q4 | <p>Can you please clarify why paid social is identified as out of scope on pg. B-3?</p> <p>a. Are we able to recommend paid social as a part of our awareness & acquisition campaign strategy?</p> <p>b. If so, do we assume it would be over and above the hypothetical paid advertising budget of \$20K mentioned on pg. C-11?</p> |
| A4 | <p>Paid Social is out of scope as the entire social media campaign will be managed separately from this advertising.</p> <p>a. Yes, you are able to recommend paid social as part of your strategy. However the City does not require a specific and detail social media plan.</p> <p>b. Yes, if you do recommend paid social, you can assume that any costs for paid social would be over and above the hypothetical budget.</p> |
| Q5 | <p>Digital assets such as banners and other ad formats (ie. Facebook/Instagram) has not been specified in the RFP under Creative Needs on pg. B-6, however, likely needed to deliver the campaign.</p> <p>a. Is it fair to assume that we can include our recommended anticipated tactics as part of the budget breakdown we'll develop?</p> <p>b. If so, would it be over and above or included in the hypothetical paid advertising budget of \$20K mentioned on pg. C-11?</p> |
| A5 | <p>a. Yes, you may recommend tactics as part of the budget breakdown.</p> <p>b. These tactics would NOT be over and above the hypothetical budget: they are considered part of the campaign assets requested by this RFP.</p> |
| Q6 | <p>On pg. B-6 / 3.6A, creative assets must include Photography:</p> <p>a. Can you specify if you anticipate a photoshoot production or using stock photography?</p> <p>b. Do you have access to a City-owned image bank the mandated agency could consider as well?</p> |
| A6 | <p>a. Yes, we anticipate a photoshoot production.</p> <p>b. Yes, the City has access to a City-owned image bank but the City does not feel that the required images needed for the election campaign are in that image bank.</p> |

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| Q7 | <p>On pg. B-6 / 3.6B, poster creative specified some 'City-owned' transit advertising:</p> <p>a. Are you please able to list any other City-owned media we can consider?</p> <p>b. Can you please confirm that these wouldn't have to be included in the hypothetical \$20K paid media budget?</p> |
| A7 | <p>a. Other City-owned media to consider:</p> <ul style="list-style-type: none"> • Digital TV's running powerpoints inside the Community Centres and Libraries; and • Advertising in Community Centre Recreation Guides. |
| Q8 | <p>Pg. A-4: Under evaluation, are you looking to gain clarity on our sustainability practices as a business, counting for a 5% rating?</p> |
| A8 | <p>Consultants are requested to complete Appendix 6 and Appendix 7.</p> |
| Q9 | <p>Can you please confirm the allotted media budget for this campaign?</p> <p>a. Is the hypothetical paid advertising budget of \$20K mentioned on page C-11 the total media budget we should expect to work within, including both digital & traditional paid media?</p> <p>b. Is it fair to assume that City-owned media (i.e. such as the posters City-owned transit advertising mention on p B-6 / 3.6B) doesn't have to be accounted within this paid media budget?</p> |
| A9 | <p>a. The hypothetical budget is not the same amount as the anticipated total media budget for the actual election campaign.</p> <p>b. Correct, the City-owned media does not need to be accounted for within this paid media budget.</p> |
| Q10 | <p>Can you please confirm that we can use our own agency format for the proposal, as long as we follow the structure (and numbering system), and that the required forms are included within our proposal document?</p> |
| A10 | <p>Yes, you may use your agency format as long as the structure, numbering system and the required forms appear in the same order as within the RFP.</p> |
| Q11 | <p>Will the winning proponent be responsible for 100% of the media buying for the 2018 election, apart from social & earned media as mentioned on page 11?</p> |

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| A11 | Yes |
| Q12 | How granular does the City want to get in terms of specific audience interest targeting? |
| A11 | The City welcomes proposals that indicate what granular targeting you recommend for this campaign with adequate explanations. Our opposition would be to any type of targeting that would be deemed a violation of citizen privacy, or considered an unethical collection and use of citizen data, or perceived to be violating privacy or ethical standards. |
| Q13 | Will there be an opportunity for a debrief for unsuccessful submissions? |
| A13 | Yes, once an Agreement has been signed with the successful Agency. |
| Q14 | Can you reveal who the decision makers are for this RFP, or at least the roles of those on the decision committee? |
| A14 | The decision makers consists of a cross functional team from various departments within the City. |
| Q15 | Can you disclose the Media Budget allocated to the 2014 Election Campaign? |
| A15 | No, the City cannot disclose the media budget allocated to the 2014 Election Campaign. However, we can say that the 2014 election advertising budget and strategy does not directly correlate to the 2018 advertising budget. |
| Q16 | Will our team be able to place data collection pixels on the site, for (strategic) remarketing & ad suppression? |
| A16 | No, currently data collection pixels are not allowed on the City site owing to privacy concerns. |