



**DEPARTMENT OF FINANCE**

**PROCUREMENT SERVICES**

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**ADDENDUM #2**

**For RFP # 5118**

**TO:** All Bidders  
**FROM:** Procurement Services  
**DATE:** September 6, 2018  
**SUBJECT:** RFP #5118 - Response to questions submitted

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The following is a list of questions received from various companies, along with the answers:

1. **Regarding production, are there any union obligations with regards to talent and staff that we can hire?** No there is not any union obligation from our organization.
2. **What is the proper logo unit and cutline?** The logo is in dropbox on link below. We do not use a tagline in the logo.  
[https://www.dropbox.com/s/0s2gp97nsyt9icv/pei\\_US\\_Eng\\_cmyk.jpg?dl=0](https://www.dropbox.com/s/0s2gp97nsyt9icv/pei_US_Eng_cmyk.jpg?dl=0)
3. **Does this contract cover both consumer and travel agent activity?** This is for consumer only. Media and Travel Trade are managed internally.
4. **Does it also cover the activity and costs of Destination Canada and Atlantic Canada partnerships?** There is minimal activity with Atlantic Canada and Destination Canada partnerships through this contract. The only involvement is to occasionally create/modify an ad to ensure it suits the targeted US or international market.
5. **What was your most successful media last year? What was the most successful media combination? What software package did you use to track success? Yours or Marketing Agency owned?** A fully-integrated campaign works best for us. Our former agency had their own tracking systems and provided regular reports and we also have tools that we use internally (Google Analytics, Arrivalist, Travel intention and conversion studies and more)
6. **Do you have a consumer relational database? Travel agent relational database? Do you have a reward program for the travel agents?** Yes, we use Sugar CRM for consumer, media and trade. However, please note that this project is focused on consumer only.
7. **Requested that response to RFP submitted be no more than 8-pages in length. Does that include; a. samples of work b. team biographies c. submission forms.** Samples of work and submission forms are considered outside the 8-page submission. The team member

bios should be included in the 8-page submission.

**8. Research**

- a. Is there an ask for us to conduct primary research? Is research a part of this RFP? Is there a need for additional research?** Our expectation is that the company we work with will have basic research information, especially pertaining to media buying (ie: market profiles and analysis, planning cycles, most effective channels by market, etc)
- b. Is there current research already done that we can review prior to pitching should we be successful in moving forward in the process?** We will provide research information to the list of short-listed applicants
- c. Do we have to source additional secondary research?** It is not necessary to source additional research.

**9. Media buy (\$2MM) - confirming this budget is external/separate from the budget we will present to develop and execute the annual advertising campaign for TPEI.** Yes, that is correct. As stated in the document, it is an estimated amount for annual media buy. It was given as an example so you could calculate and demonstrate fee/commission you apply to this level of media buy.

**10. For third party expenditures and production costs – these can range substantially based upon the creative concept selected. Is it appropriate to present ranges in pricing for some of these items as long as we provide parameters?** Yes

**11. For weekly status meetings, is it appropriate to arrange video conferencing for some of the team as we will be pulling in expertise from several key partners?** Our current and preferred method is weekly teleconference calls. No video or in-person required for status calls.

**12. Confirming the expectation that third party costs are first paid for by winning proponent and then billed to TPEI (with receipts).** Yes that is correct.

**13. In section D.4.1, confirm the requirement of Staff Compliment – does this include a full biography of each team member or just names?** Please list key individuals who will work on the account. Name, role and number of years experience in marketing and/or tourism is sufficient. Additional information is also acceptable.

**14. Can supporting documents be placed in an Appendix (ie: bios, samples of work, key strategic partnerships, etc.)?** Yes you may include. However, please note that the evaluation is based on the information included in the response to RFP and forms. Appendix will be reviewed if evaluator chooses to look at additional information

**15. Does the RFP have to be presented in the order as outlined in the rated criteria section (ie- can we move FIT section forward near the beginning of the doc?** There is no requirement to follow the order. However, it is much easier for the evaluator to assess a high volume of proposals when the response follows the scoring grid. Therefore, please ensure it is clearly identified if it does not follow the order.

- 16. Section D.4.4 (page 34) mentions that Creative Samples can be included in a separate attachment within the RFP. Can we confirm that creative samples are outside of the 8-page limit for the overall proposal?** Yes that is correct.
- 17. Do you anticipate any website or landing page support as part of the required services?**  
No we do not. Website, including landing pages is handled separately.
- 18. Is a local presence in PEI a requirement for the selected partner?** No it is not, however consideration should be given to the need to meet in person at various stages of the marketing plan development and presentation to key stakeholders.
- 19. If we were to include an introductory letter, would this be considered outside of the page limit?** No we will not count an introductory letter as part of the 8-page limit.
- 20. On page 28, in the Variable Costs (Creative) section, can we confirm that third party costs for video production also do not need to be included?** That is correct. Third party costs would be billed to TPEI at cost and do not need to be included in the costing section of the RFP. Those fees would require pre-approval by TPEI, should you be the successful proponent.

**END OF ADDENDUM.**

***Please return this sheet with your formal bid proposal.***