

ADDENDA RFP # 5049
ON-ISLAND TOURISM MARKETING
JUNE 4, 2018

- 1) Is this initiative mandated to be fully bilingual? Partially? And if required at any level, would we have access to your current translators or would the successful agency be required to source translations?**

The initiative is not mandated to be fully bilingual. However, where opportunity exists, it is Tourism PEI's preference to take advantage of it. We will have translation services available, within reason.

- 2) Would there be an option to leverage your existing email database for subscribers tagged as being PEI residents and use your system to email campaign-specific messaging to those PEI-based subscribers?**

Yes, there is an option to leverage our database. For privacy reasons, the database cannot be shared with outside parties. However, messaging can be sent to Tourism PEI, who will review and send to database.

- 3) Would the successful company have permission to also leverage your other established digital channels? i.e. hosting campaign-specific videos on your YouTube channel, Facebook/Instagram ads through your account, etc? If so, any details on how that protocol may need to occur?**

All initiatives being proposed will be considered. Mutually agreed upon campaigns can include execution on social channels. In most cases, the implementation will be done by Tourism PEI staff.

- 4) The RFP states that paperwork pertaining to our insurance levels shall be submitted prior to the execution of the agreement. Will there be notice of preference to the potential successful agency to have time to collect and provide said insurance information? Any extensions allowed on that specific item?**

The contract included in the RFP is a sample contract only. Insurance requirements will be given at the time of awarding the contract.

- 5) We noted on page 4 of the RFP that the agreement will be from the time of execution of agreement (noted just below as June 15/18) through to March 31/19. However on page 28, it is noted that the campaign will run through to June/2019. With this, could you clarify the expected launch date of the campaign and the expected closing of the creative?**

The agreement will be from June 15th, 2018 to June 15th, 2019.