

**Department of Resources and Economic Development  
Canadian Advertising, Marketing and Public Relations  
Clarifying Questions and Answers**

**Budget**

- Q1. Is the budget in US dollars?  
A1. Yes.
- Q2. What weight has been given in terms of the budget for PR, travel trade activities and advertising? If not, how will the importance of these three areas be decided?  
A2. Weight is commensurate with deliverables outlined in Section 4 – Scope of Work.
- Q3. Relative to the budget, please provide expectation in terms of numbers, i.e. FAMs, Media events – we see that a minimum of 6 press trips are mentioned?  
A3. Budget is commensurate with deliverables outlined in Section 4 – Scope of Work.
- Q4. Is travel and other out of pocket expenses like newswire services included in the \$300,000 budget?  
A4. Yes.
- Q5. Does the \$300,000 budget include or exclude the cost of net media? If excluded, what is the approximate budget for net media?  
A5. Net media is excluded. The current spend within the Canadian market is \$402,606.
- Q6. Is the paid media included within the RFP, if so, what was the most recent annual media spend?  
A6. The current spend within the Canadian market is \$402,606.
- Q7. Is the funding level of \$300,000 inclusive of all professional fees and disbursements including expenses related to media trips (travel, accommodation, other)?  
A7. Yes.
- Q8. Can you please clarify whether the budget is \$300,000 per year, or whether this sum is for the three-year period of the contract (i.e. \$100,000 per year)?  
A8. Budget is \$300,000/year for two years.

**General questions**

- Q9. Do you have any information to share on past activities in Montreal and Toronto?  
A9. DTTD has had a presence within the two markets for more than a decade.
- Q10. Do you have statistical data to share in terms of tourism or other related information?  
A10. The most recent statistical data on file can be found, [here](#).
- Q11. Can you identify challenges that you are currently facing in Toronto and Montreal in terms of attracting tourists and relevant issues?  
A11. n/a

Q12. Can you share past initiatives and outcomes?

A12. n/a

Q13. Can you share planned marketing initiatives other than those described in the RFP?

A13. n/a

Q14. Please identify with whom we will be working including other agencies.

A14. The selected vendor will work with DTTD's Agency of Record (AOR), domestic PR agency, and research contractor.

Q15. Is this the first time you utilize an external agency for PR services media buying capabilities in an international market? If not, can you share how budgets were allocated in the past per main deliverable (i.e., xx% for trade show attendance, yy% for media outreach, etc.)?

A15. This is the first time that DTTD has combined these activities to use a single agency within the Canadian market.

## PR

Q16. Will images for the media kit be provided?

A16. Yes.

Q17. Who is your spokesperson?

A17. The Director and/or the Communications Director.

Q18. What is the estimated time of your annual receptions in Toronto and Montreal?

A18. The receptions are typically in late March/early April.

Q19. What type of additional reports may be requested in addition to "achieved clips" and EoY report?

A19. Additional reports might include activity reports related to pitching, media performance, etc.

Q20. What are key metrics of success for this campaign?

A20. Increased visitation, spend, and brand awareness.

Q21. Is there/will there be a complimentary social media campaign associated with this initiative?

A21. Yes.

Q22. What are media marketplace events?

A22. In-market events, i.e. Discover America Day, TMAC annual conference, etc.

Q23. What would be an approximate number of media marketplace events?

A23. n/a

Q24. Does DTTD have a media monitoring service for Canada?

A24. No.

n/a = Question is not considered to be a clarification of the Request for Proposals (RFP)

- Q25. Can you indicate if spokespersons for DTTD have experience in speaking with the media? Do they require media coaching?  
A25. Yes, both have extensive experience with speaking with media.
- Q26. Are there spokespersons who would be available to conduct interviews in French with French speaking media?  
A26. No.
- Q27. How would you evaluate DTTD's current relationship with Canadian travel and consumer/lifestyle media?  
A27. n/a
- Q28. Can you please provide clarity around the agency's role within the paid media strategy?  
A28. As outlined in Section 4 – Scope of Work, "DTTD's Agency of Record to develop and execute a paid media strategy." Net media expenses are not included within the budget.
- Q29. Will the Canadian agency just be responsible for buying media locally and/or contributing to the planning of the paid media strategy?  
A29. Yes.

### **Travel Trade**

- Q30. What does a familiarization tour entail?  
A30. The selected vendor will be responsible for securing familiarization tour participants, travel arrangements to New Hampshire and accompanying the participants on the tour. DTTD facilitates in-state itineraries.
- Q31. Are we to create and develop collateral material?  
A31. If collateral material is need, the AOR will create with the selected vendor's input.
- Q32. What is to be covered in the sales mission as far as fees?  
A32. All fees/out-of-pockets are within the \$300,000 budget.
- Q33. What type of proactive training are you referring to?  
A33. Travel trade destination trainings.
- Q34. What do you mean by "maintain active industry memberships"? Are you referring to membership fees?  
A34. Yes, the selected vendor will act on behalf of the State of New Hampshire to maintain industry memberships.

### **Trade shows and events**

- Q35. Are we to develop trade show and event ideas or do you have them already established?  
A35. We have some trade show materials but can adapt if advised by selected vendor.

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- Q36. How many trade shows and/or events are anticipated in a given year?  
A36. The Division attends OMCA, Discover America Day, TMAC, Montreal Outdoor Adventure Show, and one Media event. The Division would like to expand its consumer show presence.
- Q37. Do trade show requirements include speechwriting, advertising, speaking opportunities, booth development etc.?  
A37. Answer is pending the trade show in question.
- Q38. Will there be a member of the DTTD's team at the booth or solely a member of our team?  
A38. Answer is pending the trade show in question.
- Q39. How will the success of the annual activities be measured? i.e. media impressions, attendance at FAMs, other  
A39. Success measurements include, but not limited to, visitor counts, visitor spending, media spots/impressions, and achieved earned media.
- Q40. Indicate approximate number of key consumer and trade events; conferences and industry events (they do not specify)  
A40. See A36.

## **Advertising**

- Q41. Are we to create and execute the buy as well as develop the strategy?  
A41. See A28.
- Q42. What does your AOR do?  
A42. The AOR is responsible for leading the division's overall strategy, creative concepts, creative execution, consumer engagement and media buying.
- Q43. Please define "works in tandem with DTTD'S Agency of Record". Does that refer to collaborating and conferring on strategies in the US that may be used in Canada? Please confirm that the selected vendor will in fact negotiate and purchase the media in Canada.  
A43. Yes the selected vendor will collaborate and confer on strategy with the AOR.  
Yes, the selected vendor will negotiate and purchase the media in Canada.  
Invoices will be paid by the AOR.
- Q44. Who is responsible for the creative for the media buy?  
A44. The AOR.

## **Miscellaneous**

- Q45. What is to be included in the annual end of year report?  
A45. TBD

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- Q46. What do you mean about transferring data to dashboard? What data are you referring to?  
A46. The selected vendor will enter key metrics into the Division's measurement dashboard.
- Q47. How many agencies are bidding on this project/have been solicited?  
A47. The RFP is open to any agency wishing to bid.
- Q48. Is there an incumbent Canadian agency? If so, is the lead agency specialized in PR, with trade and advertising as part of their competency?  
A48. No.
- Q49. Can you clarify the reason for the agency search, i.e. regular review, dissatisfaction with previous vendor, etc?  
A49. Regular review.
- Q50. Is there currently a US advertising agency and if so may we know who?  
A50. GYK Antler.
- Q51. You reference a creative presentation within the RFP. Are you looking for us to present methodology in relation to a specific challenge or program, or are you comfortable with us coming up with our own?  
A51. Bidders selected to present will be given instructions on the assignment.
- Q52. Are you open to a joint proposal from two independently owned agencies, provided that one agency is designated as the "lead agency" and that the proposal clearly defines the areas of work that each will be responsible for?  
A53. Yes.
- Q53. In Attachment A, you ask for references for accounts "for whom you have provided publishing service." Can you please clarify what you mean by "publishing service" in this document?  
A54. That is an error – Attachment A has been updated to say “public relations/trade relations/media buying services”.