

Clarifications PR/Advertising Campaign & Social Media Management Services PUBED/02/20

- **Question**

1. There are several conflicting dates listed in the document - proposal date is listed at March 2019 at some points, Feb 2020 at others.

BCJ Response

Thanks for bringing this to our attention. Please ignore 2019 dates as they were listed in error.

- March 1, 2019 listed in Section 1. Letter of Invitation, is incorrect and should have been February 11, 2020.
- March 27, 2019 at 2:30 p.m. listed in Section 4.4 is incorrect and should have read March 9, 2020 at 2:30 p.m.

Just to be clear, the original deadline for the submission of the completed proposals along with all required documents was March 9, 2020 at 2:30 p.m. However, in light of the aforementioned errors, a decision has been taken to **extend the deadline to March 16, 2020 at 2:30 p.m.** Tender opening will be on the same day at 2:45 p.m. in the BCJ's conference room. The expected date for negotiations is April 2020.

- **Question(s)**

2. What is the goal of this multi-media campaign? What specifically are we promoting? The scope of work speaks to an advertising campaign across all major channels, however, is this for the BCJ and all its initiatives as a whole? Or some component of BCJ's efforts ie. the VDLA, the Get Safe Website. If the latter, on which component should we focus? We are unable to consider strategy without a clear understanding of our objectives.

BCJ Response

The primary goals of the campaign are to increase awareness and support for the work of the Commission and to promote informed media use by citizens. The campaign should cover the BCJ's strategic objectives as it relates to public education and digital literacy, with some special attention given to the Get Safe website. The target audience should include everyone who is engaging with digital media and/or active in the online space. However, we would expect specific demographics, for instance, children, tweens/teens, young adults and parents/caregivers to receive focused attention.

Please note the Quality Based Selection (QBS) method is being employed for this procurement exercise. This means that emphasis will be placed on the technical methods proposed by the bidders. The financial aspect of the contract will be agreed on after negotiations and finalization of methodologies to be employed.

- **Question(s)**

3. The RFP states on page 3 that "Shortlisted" consultants are not applicable. Yet the document goes on to outline differences in how shortlisted vs non-shortlisted applicants should submit. Is any consultant considered "shortlisted"? How should we treat with whether or not we are shortlisted or non-shortlisted?

BCJ Response

Section 1 is part of the standard bidding documents used by Government. The note "not applicable" simply indicates that this method was not employed in this procurement exercise.

- **Question**

4. If we are non-shortlisted, is this to say that Tech and Fin proposals are not required for the March 9th deadline?

BCJ Response

See response to question 3. The technical and financial proposals are due on March 16, 2020 at 2:30 p.m.

- **Question**

5. We are interested in bidding for the Social Media Management contract recently published by your organization. We would like to get some information regarding the budget for this contract to assist in building out our proposal.

BCJ Response

Thank you for your interest. The procurement method used for this exercise does not allow for the budget to be disclosed. Under the Quality Based Selection method, emphasis is placed on the technical methods proposed by the bidders. Your proposal should be guided by the terms of reference.