

REQUEST FOR PROPOSALS - RFP No. RP333-2016-01

For Digital Agency of Record

Date: April 13, 2016

QUESTIONS & ANSWERS

Please see the answers below regarding any questions raised in relation to this RFP.

**1. Question:**

***Is there an incumbent agency who has worked on your newly redesigned corporate website? And will they also be eligible to pitch against this work?***

**Answer:**

This is the 1st time that the Partnership has procured for a Digital Agency of Record. All firms who have previously worked with the Partnership on digital projects are welcome to bid on this RFP.

**2. Question:**

***Is there a different incumbent agency who worked on the overarching organizational digital strategy? And will they also be eligible to pitch against this work?***

**Answer:**

A number of foundational projects have been completed to help inform the development of the Partnership's overarching organizational digital strategy. The Partnership has worked with a number of different firms on these projects. As mentioned, all firms who have previously worked with the Partnership on digital projects are welcome to bid on this RFP.

**3. Question:**

***Can you please share the organizational digital strategy?***

**Answer:**

All relevant background information, including the Partnership's organizational digital strategy, will be shared with the successful Proponent upon project kick-off.

**4. Question:**

***What CMS is your current website built on?***

**Answer:**

The Partnership's key websites, including [partnershipagainstcancer.ca](http://partnershipagainstcancer.ca), are built on the WordPress platform.

**5. Question:**

***Does phase 1 include development and implementation of the wireframes and design?***

**Answer:**

In Phase 1 the agency will be required to create the overall design and wireframes. Once approved the successful Proponent will deliver finalized source files for both that will support the Partnership's internal IT team in the build of the website.

**6. Question:**

***Can you please share the prioritization requirements mentioned on page 19?***

**Answer:**

The requirements that the Partnership looked at when going through the prioritization exercise (p. 19) will be shared with the successful Proponent upon project kick-off. Please note that the order in which the audiences are listed in the RFP are the result of that prioritization exercise.

**7. Question:**

***Redesign of [cancerview.ca](http://cancerview.ca) - We're assuming the scope/budget outlined in the RFP also includes the development/build of the website?***

**Answer:**

The Partnership's internal IT team will be responsible for the actual build of the website.

**8. Question:**

***Do you host/manage the CMS or is this something you would be looking for the agency to manage?***

**Answer:**

The Partnership is not looking to an agency to host or manage the CMS.

**9. Question:**

***We will of course follow the submission guidelines by responding in a pdf & word doc. However we were wondering if there is scope to demonstrate our capabilities & expertise by housing some of our response on a website?***

**Answer:**

Proponents are welcome to house some of their response (e.g. a portfolio of work) on a website as long as there are clear instructions within the proposal submission around where to access these pieces of information.

**10. Question:**

***Is there a process for us to formally notify you of our intent to put forth a proposal?***

**Answer:**

Schedule G, LETTER OF INTEREST(LOI) AND NON-DISCLOSURE AGREEMENT (NDA) is not applicable for this RFP.