

Amendment #1 Questions & Answers

Question 1

Looking for clarification regarding the requirement for a Toronto-based firm, our agency is headquartered in Hamilton. We are able to accommodate travelling to Toronto for any necessary in person meetings or events. Would not being in Toronto disqualify us?

Answer 1

We prefer the agency to be within reasonable travelling distance, to make occasional in-person meetings more convenient and cost-effective. Hamilton is close enough to Toronto, and within Kerry's Place service area, and is an acceptable distance. Unfortunately, Kerry's Place is unable to absorb travel expenses incurred by agencies resulting from travelling to and from meetings in Toronto.

Question 2

Our agency isn't listed in the limited directory of certified ad grant professionals, but we non-profit experience. Would not having this qualification disqualify us?

Answer 2

This qualification is required. Because we're a non-profit organization with limited resources and ambitious goals, it's vital to our marketing success and impact to partner with an agency that enables us to maximize our access to, and effectiveness in managing, Google ad grants.

Question 3

For the ongoing campaigns, do you prefer a flat monthly management fee (retainer) or a blended hourly rate billed based on actual time spent?

Answer 3

We prefer the flat fee approach because the spending is more consistent and the predictability allows us to budget more effectively. With blended hourly rates, the spending can change by month or campaign depending on the agency staff involved, making it more challenging to forecast. Any costs that fall outside the scope of work and respective flat fee will be billed according to time and materials, provided those expenses have been pre-approved by Kerry's Place.

Question 4

Is there currently an external agency providing these digital advertising services, or have the accounts primarily been managed in-house by the marketing team to date?

Answer 4

Digital marketing has been historically managed in-house, however we recently worked with an external agency and the contract ended on March 31. To secure a longer-term, higher-value arrangement with any agency, Kerry's Place is required to do an RFP.

Question 5

What level of strategic consultation do you expect beyond tactical campaign management (for example: overall digital strategy, landing page optimization recommendations, creative strategy, etc.)?

Answer 5

The RFP's scope of work assumes a reasonable level of strategic consultation is built into digital campaign planning, development, execution, testing and optimization, as well as for insight generation, and identifying trends, issues, opportunities, etc. – and therefore is built into the proposed fee structure. From time to time, Kerry's Place may require higher-level or longer-term strategic consultation related to overall digital strategy, content, and channels which would be invoiced separate from the ongoing campaign fees.

Question 6

Will agencies based outside of Ontario still be eligible (but still within Canada)?

Answer 6

Agencies based outside Ontario will not be considered. Particularly with a longer-term arrangement, such as 3 years, we would prefer an agency in closer proximity to allow for meeting in-person as required.