



FREQUENTLY ASKED QUESTIONS

1. Is CAO looking for one agency to handle all 3 mandates?

Not necessarily. We aim to assess based on capacity of respondents

2. Would CAO consider extending the submission deadline?

Unfortunately, that is not possible.

3. Is there a budget range / ceiling for this scope of work or any related component?

We are unable to provide this information at this point.

4. Regarding the RFS for marketing and communication, what are the desired outcomes, timelines and deliverables?

The main focus is promoting CAO's brand and services to condo community members. Project times will be discussed with the successful vendor(s).

5. Is the submission of a project plan required for this RFS?

Yes

6. Will the vendor be responsible for identifying and recruiting interview participants? How many?

The vendor and CAO will work together to identify and interview participants with the CAO being the lead on identifying and the vendor being the lead on interviewing. The exact amount of interview participants has not yet been finalized.

7. Are there specific locations that need to be covered during the interview process (e.g., representative ages, ethnicities, regions across Ontario -- this could mean added travel costs)

We do not anticipate travel outside of GTA during year 1 of the contract, but there may be some required in subsequent years.

8. Will the vendor be responsible for all video pre-prod and production?

Yes

9. Are there any bilingual requirements for any of the deliverables, including interviews?

No

10. Does CAO intend to execute more than one campaign within the 2 year contract period?

Yes

11. Is there an appetite to allocate media budget to organic social efforts? (e.g., boosted posts)

Yes, there is

12. Are there specific timelines or milestones we should be working towards for any of the deliverables?

Exact timelines will be discussed with successful applicants

13. How long would the campaign run for?

We hope to run google search all year long, other campaigns would run for 3 months at a time

14. Would it be purely digital media, or are you looking at traditional/print media too?

We are open to non-digital options, including print or out of home

15. Has this campaign been run before, or is it completely new?

We have done some limited time bound awareness digital campaigns similar to what is described in the scope.

16. Would CAO conduct the media buys, or would the agency conduct them on CAO's behalf?

We would do our own media buying, we only need help with the creative and tactical options