# **Appendix A – Services**

**Marketing Services**

The Respondent is required to provide CAGBC with **Marketing Services,** as stated below. CAGBC will provide specific service requirements to the pre-qualified Respondent at the time that a specific Call-Up and/or Statement of Work Assignment is issued. The pre-qualified Respondent will be required to deliver these Services at the hourly rates, or a fixed fee basis (which will apply hourly rate maximums, as provided in its RFSO, Appendix C – Blended Hourly Team Rate Form).

**This completed table should be included in the Respondent’s Technical Proposal. CAGBC reserves the right to verify all responses.**

|  |  |
| --- | --- |
| **#** | **Services** |
| 1 | Brand Equity/ Brand Reputation: conduct research and test brand marketing/position/messages, including the use of surveys and/or stakeholder briefings; stakeholder mapping and customer journey exploration |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 2 | Brand Messaging: Refine brand messages to reach identified audiences. |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 3 | Creative: Creative strategy and production, with experience in video, social, infographics, and print. |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 4 | Product and services marketing: Develop campaigns to support product launch and sales, including collateral development, sales decks, one-pagers, brochures, and other assets. |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 5 | Content development and content marketing: Experience delivering high-impact written content, from sales brochures to technical case studies. Experience delivering solutions to leverage content to maximize impact. |
|  | Has the Respondent provided this Service?  YES  NO |
|  | 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
|  | 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
|  | 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 6 | Competitive analysis |
|  | Has the Respondent provided this Service?  YES  NO |
|  | 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
|  | 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
|  | 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 7 | Media planning: Experience planning, buying and managing paid advertising projects, including programmatic and retargeting. |
|  | Has the Respondent provided this Service?  YES  NO |
|  | 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
|  | 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
|  | 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 8 | Digital Strategy: Creative development, execution, and reporting of paid advertising campaigns across digital and social properties. |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |
| 9 | Event planning and experiential: Experience supporting learning and networking events and conferences. |
|  | Has the Respondent provided this Service?  YES  NO |
| 1. Please indicate the number of years providing the services to the Respondent’s clients.   Response: |
| 1. Please provide the names of two (2) clients who have received this service from the Respondent.   Response:  1.  2. |
| 1. Please confirm if any of the clients in b) above are not-for-profit organizations.   YES  NO |

The Qualified Respondent(s) will be required to provide a time schedule to CAGBC for approval with their response to a Call-Up/statement of Work for each individual assignment within the timelines specified in the Call-Up/Statement of Work (which will typically be within 48 to 72 hours from CAGBC’s request). The Services may require travel depending on the Call-Up/Statement of Work.

For any Services associated with specific government funding agreements with CAGBC, as specified in Call-Up/Statements of Work, the Consultant will be required to review and to comply with provisions of such funding agreements, which may include the rights by the funding organization of investigation and examination in respect of the Consultant and its performance, its financial and business records and other information as may be specified in such funding agreements; rights to audit and evaluate compliance with the terms and conditions of the agreement between the Consultant and CAGBC; and rights to scale back the Services, should this be requested by the funding organization.