



Canada Council
for the Arts

Conseil des arts
du Canada

Content Marketing Campaign for 50th Anniversary of the Art Bank

REQUEST FOR PROPOSAL

1.0 GENERAL INFORMATION & INSTRUCTIONS..... 4

1.1 PURPOSE FOR THE RFP 4

1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS 4

1.3 BACKGROUND..... 5

1.4 ACCEPTANCE OR REJECTION OF PROPOSALS..... 5

1.5 RFP DATES & DEADLINES..... 5

1.6 CONFIDENTIALITY AND COUNCIL’S OBLIGATION 6

1.7 TERMS & CONDITIONS..... 6

1.8 REQUESTS FOR INFORMATION 6

1.9 INSTRUCTIONS 7

2.0 COUNCIL'S REQUIREMENTS 9

2.1 OVERVIEW..... 9

2.2 SERVICE REQUIREMENTS..... 9

2.3 GENERAL TIMEFRAME REQUIREMENTS..... 10

2.4 OTHER REQUIREMENTS 10

3.0 EVALUATION OF THE PROPOSALS 11

3.1 SCORING 11

3.2 SHORT-LIST 11

3.3 AGREEMENTS WITH SUCCESSFUL FIRMS 11

4.0 WORK TERMS 13

4.1 TASKS 13

4.2 CLIENT SUPPORT 13

4.3 DELIVERABLES AND ASSOCIATED SCHEDULE 13

4.4 OFFICIAL LANGUAGES..... 13

4.5 WORK LOCATION 13

4.6 TRAVEL	13
APPENDIX A - PROPOSAL FORMAT	14
APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED	16
B.1 PRICING SCHEDULE	16
B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY	16
B.3 VALUE ADDED	16

THE CANADA COUNCIL FOR THE ARTS
Content Marketing Campaign for 50th Anniversary of the Art Bank
REQUEST FOR PROPOSAL

1.0 GENERAL INFORMATION & INSTRUCTIONS

1.1 PURPOSE FOR THE RFP

This request for proposal (RFP) invites full service marketing communications agencies (the Firm) with expertise in promotional content development and commemorative anniversary celebrations to submit proposals to develop and deliver a content marketing campaign for the Art Bank's 50th anniversary to the Canada Council for the Arts (the Council).

1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS

The Canada Council for the Arts contributes to the vibrancy of a creative and diverse arts and literary scene and supports its presence across Canada and around the world. The Council is Canada's public arts funder.

Its grants, services, initiatives, prizes, and payments support Canadian artists, authors, and arts groups and organizations. This support allows them to pursue artistic expression, create works of art, and promote and disseminate the arts.

Through its arts funding, communications, research, and promotion activities, the Council fosters ever-growing engagement of Canadians and international audiences in the arts.

The Council's Public Lending Right (PLR) program makes annual payments to creators whose works are held in Canadian public libraries.

The Council's Art Bank provides the broader public with a collection of over 17,000 Canadian contemporary art works to enjoy through its rental, loan, and dissemination programs.

The Canadian Commission for UNESCO operates under the authority of the Council. It shares a common history and future with the Council in terms of sustainable development characterized by the arts, science, culture, equality, and peace.

For more information in regards to the above-mentioned, please refer to Council's following websites:

- Canada Council for the Arts: <https://canadacouncil.ca/>
- Public Lending Right Program: <https://publiclendingright.ca/>
- Art Bank: <https://artbank.ca/>
- CCUNESCO: <https://en.ccunesco.ca/>

1.3 BACKGROUND

The Canada Council Art Bank makes contemporary artwork available to a wide public across the country through corporate art rental, exhibitions and outreach including loans to museums. With more than 17,000 artworks by over 3,000 artists, the Art Bank has the largest collection of contemporary Canadian art anywhere. It houses paintings, sculptures, drawings, photographs and prints by emerging and established artists, including a significant number of artworks by Indigenous and racialized artists.

The Art Bank requires the services of a full service marketing communications company to develop and deliver a content marketing campaign for its 50th anniversary in 2022. The campaign will be disseminated over a 6 – 8 month period, starting in the Spring of 2022 and ending in December. Content will be included on the Canada Council and Art Bank websites and social media channels (Facebook, Twitter, Instagram) in two languages. The Firm would be responsible for the development and execution of a content strategy, including a maximum of 50 pieces of unique content, the look and feel of the campaign to align with the Canada Council brand attributes, and work with Art Bank staff to align the rollout with the Art Bank's planned activities throughout the period. The content could include written, audio, video, infographic and interactive components.

1.4 ACCEPTANCE OR REJECTION OF PROPOSALS

It is the intention of the Council to consider the proposals submitted and to not be precluded from negotiating with one, or more than one, of the parties responding to this RFP to finalize technical and commercial terms. **The Council reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of the Council, to be the most advantageous to it.**

The proposal having the lowest cost shall not necessarily be accepted and the Council may take into account any criteria in evaluating responses to this RFP. The Council is not obliged to provide reasons to any responding parties with respect to any use of the Council's discretion.

The Council reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if at all.

1.5 RFP DATES & DEADLINES

The following schedule will be followed for this RFP:

RFP posted to MERX	December 17, 2021
Canada Council for the Arts offices are closed	December 23, 2021 to January 3, 2022
Deadline for questions regarding the RFP	January 5, 2022
Deadline for responses to be posted to MERX	January 14, 2022
Deadline for submissions	January 21, 2022
Contract negotiations (additional requests from short-listed Firm(s) if required	January 24-28, 2022
Start of contract	February 7, 2022

Period of Validity of the Proposal: Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

1.6 CONFIDENTIALITY AND COUNCIL'S OBLIGATION

All information, including the RFP, provided to the Firms shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the [Access to Information Act](#) s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. "confidential" - three indicators of confidentiality:
 - the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;
 - the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
 - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
3. supplied to a government institution by a third party; and
4. treated consistently in a confidential manner by the third party.

1.7 TERMS & CONDITIONS

Successful firm(s) will be required to enter into a Contract with the Council which will embody the terms of this RFP and any subsequent negotiations or clarifications. The Council reserves the right to modify or amend this form of agreement prior to its finalization and execution with the party submitting the successful proposal.

1.8 REQUESTS FOR INFORMATION

Please submit any questions in writing, via email, to the contact below and the Council will respond accordingly. To ensure that all firms receive equivalent information, the Council will post applicable clarification questions and responses on MERX. Deadline for submitting questions is January 5, 2022 at 5:00 pm EST (Ottawa local time).

Enquiries concerning any aspect of this RFP can be directed to:

Contact Name: Martha Young

Contact Title: Operations and Marketing Coordinator, Art Bank

Email: artbank@canadacouncil.ca

1.9 INSTRUCTIONS

1.9.1 INTENTION TO REPLY TO RFP

Please reply via email (address in section 1.8) that you have reviewed this RFP and of your intention to submit a proposal by January 14, 2022 at 5pm EST (Ottawa local time) . A return email address must be shown in the proposal.

1.9.2 RECEIPT OF PROPOSAL

The completed RFP submission shall be received electronically by email on the proposal due date of January 21, 2022 prior to 5:00 pm EST (Ottawa local time). Firms are requested to keep their RFP submission size to under 20 MB. Please indicate the RFP title in the email's subject line.

All proposals must be:

- 1) signed by a duly authorized officer;
- 2) include a statement that the firm has examined and understood the RFP and all addenda (as applicable), and
- 3) state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the [timeframes](#) specified in this proposal.

Consulting firms are responsible for ensuring that submissions are received by the Council prior to the proposal due date and time. Late submissions received after the closing date and time will be disqualified from competition and not evaluated.

1.9.3 FORMS OF PROPOSAL

To ensure that all proposals are uniformly evaluated, they must be submitted in the format prescribed in [Appendix A](#) of this RFP.

The proposal should completely address each element of the Council's requirements as outlined in [Section 2.2 \(Service Requirements\)](#). Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

1.9.4 MODIFICATION OF PROPOSALS

Firms may modify their proposals up to the specified closing date and time.

1.9.5 AMENDMENTS OR WITHDRAWAL OF THE RFP

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be posted on MERX. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Firms must acknowledge receipt of all addenda in their proposal.

1.9.6 RETURN OF PROPOSALS

Unsuccessful proposals will not be returned to the Firm.

2.0 COUNCIL'S REQUIREMENTS

2.1 OVERVIEW

The Art Bank is a full service art rental organization with a collection of more than 17,000 artworks by Canadian artists, including paintings, drawings, sculptures, fibre works, photographs and more. The artworks have been purchased over the past five decades for rental purposes to public and private sector clients in Canada. The Art Bank also loans artworks to galleries and museums nationally and internationally for major exhibitions and retrospectives. The Art Bank is also responsible for presenting exhibitions in Âjagemô, the Canada Council's exhibition space. The collection includes artworks by award winning artists from the 1960s to today including Edward Burtynsky, Jack Bush, Sarindar Dhaliwal, Jacques Hurtubise, William Kurelek, Rita Letendre, Meryl McMaster, Kent Monkman, Norval Morrisseau, Alfred Pellan, Edward Pien, Jean-Paul Riopelle, Denyse Thomasos, Joyce Wieland, etc. For more information about the Art Bank and to see the entire collection, visit <https://artbank.ca/>.

In 2022, the Art Bank celebrates its 50th anniversary. Milestone anniversaries represent an opportunity to recognize the organization's history and success coupled with the potential to reposition the organization into the future. In alignment with the Council's Strategic Plan, *Art, Now More Than Ever*, this anniversary presents an opportunity to reposition the Art Bank as an innovative, sustainable and resilient program of the Council.

The Art Bank is interested in working with a full service marketing communications company to develop and deliver the content package around which the Art Bank's marketing campaign in support of its 50th anniversary will revolve.

A successful campaign will raise the profile of the Art Bank and demonstrate the impact that it has had on its stakeholders, including artists, clients, partners, and more. It will also reposition the Art Bank as we lay the foundation for the future. Some of the key performance indicators would include:

- an increased demand from clients of our art rental and exhibitions and outreach programs
- stakeholders sharing and contributing their own stories about the impact of the Art Bank
- increased reach and engagement with new audiences through our digital channels

Beginning in the Spring of 2022, the Art Bank intends to launch a series of stories that focus on the unique role the Art Bank plays in making artworks accessible to Canadians in public spaces and offices, with exhibitions, loans and outreach activities, both physical and virtual. Stories will also highlight the impact the Art Bank has had on the visual arts milieu, how it has benefited clients in workplace settings, and what representation in the collection means to artists. The stories will include a diverse group of artists, arts organizations, art rental and museum clients, partners and collaborators. The Art Bank wishes to produce a variety of content including written, audio and video. These bilingual stories (content) will be published periodically and strategically until December 2022 on the Art Bank and Canada Council websites and social media channels. Following the anniversary, the Art Bank is interested in exploring ideas for how to continue reaching its audience through its digital channels.

2.2 SERVICE REQUIREMENTS

Development and delivery of Marketing Campaign Content Package:

An editorial calendar and planning framework for the creation and distribution of stories about the Art Bank's history, collection and aspirations that are grounded in key messages about the Art Bank as per the requirement of the Canada Council's corporate Communications team. The campaign would run from the Spring of 2022 to December. A maximum of 50 pieces of content would be required. Content production could include content creation, video editing, email/content marketing, social media/analytics, graphic design, paid ads, work with partners, WCAG AA understanding.

Work with the Art Bank to establish key performance indicators for the content marketing strategy and report on results on a monthly basis and at the end of the campaign.

Produce channel-specific content for distribution via the Art Bank website, the Council's website, social media, partner and media channels. Content can include a range of written, audio, video, infographics and/or interactive components. The Canada Council's content team will review and translate all content prior to publishing. Adequate time for review and translation is required.

A creative treatment and visual assets for this story-based campaign that respects the visual identity and brand guidelines provided by the Canada Council for the Arts.

Recommend opportunities for digital engagement that extend beyond the Art Bank's 50th anniversary and pave the way for future growth.

2.3 GENERAL TIMEFRAME REQUIREMENTS

Exact timelines will be defined with the successful Firm. However, the following general timeframes are being planned for as follows:

- February: Define scope of work, meetings with internal stakeholders, draft content strategy
- March: Approve and finalize plan, including rollout schedule, approve look and feel
- April: Draft content
- May: Content starts rolling out, work continues on producing new content pieces over summer and fall
- Monthly from June to December: KPI reports
- End of December: Program ends
- January: Report on campaign results and recommend future digital engagement opportunities

2.4 OTHER REQUIREMENTS

No other requirements.

3.0 EVALUATION OF THE PROPOSALS

3.1 SCORING

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Proposal is submitted according to instructions (Pass/Fail)
- Firm's capability (60%)
 - [Section A: Executive Summary of the Proposal](#)
 - [Section B: Profile of the Firm](#)
 - [Section C: Suitability of the Firm](#)
 - [Section D: Service Requirements](#)
 - [Section E: Service Standards](#)
 - [Section F: References](#)
 - [Section G: Timeline Requirements](#)
- Firm's pricing schedule (40%)
 - [Section H: Pricing Schedule, Experience & Value Added](#)
 - [Appendix B](#)

Firms are required to demonstrate in their proposal that they are able to satisfy the above criteria. Council reserves the right in its sole discretion to request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

3.2 SHORT-LIST

A short-list of Firms will be selected on the basis of Council's analysis. Firms on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

3.3 AGREEMENTS WITH SUCCESSFUL FIRMS

The Council shall enter into negotiations with the successful Firm(s) with a view to finalizing a Contract for services (the contract), on terms acceptable to the Council. The contract shall be for a period of **one base contract year with two, one-year option years** in favour of the Council. The Council reserves the right to cancel the contract at any time if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

All proponents will be advised on the results of the RFP, including disclosure of the name of the winning proponent, once the proposals have been reviewed and the final negotiations with the winning proponent have been finalized and agreed. Notifications will be done via an email and/or telephone conversation with

all the proponents at the discretion of the Council. Within 15 days after notification of award, unsuccessful proponents may request a debriefing on their proposal to be scheduled at a later date.

4.0 WORK TERMS

4.1 TASKS

Specific deliverables, timelines and milestones will be determined by the Project Authority during negotiation of the contract. The Project Authority will discuss the level of effort and scope of each task (number of days).

Work will include developing a content strategy, producing original content, designing branding collateral, interviewing or communicating with Art Bank stakeholders, establishing a list of key performance indicators and producing reports.

4.2 CLIENT SUPPORT

The Council's Project Authority will:

- Provide overall project management authority;
- Provide the Firm with background documents for review;
- Assist the Firm with obtaining Council documents and data, when required;
- Review and translate all content;
- Will be the source of final approval and acceptance of all deliverables; and
- Provide feedback to the Firm on all deliverables.

4.3 DELIVERABLES AND ASSOCIATED SCHEDULE

Deliverables can include project work plans, findings assessment reports, process documentation and other related deliverables.

4.4 OFFICIAL LANGUAGES

Work, including tasks and deliverables, will be completed in either English or French; however the team must be capable of providing services in both official languages, especially for conducting meetings.

4.5 WORK LOCATION

The work shall be carried out primarily at the offices of the Firm with meetings and consultations conducted as required in the offices of the Project Authority. Meetings can be held virtually.

4.6 TRAVEL

No travel outside the NCR will be required. Travel within the NCR will not be reimbursed.

APPENDIX A - PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

SECTION A AN EXECUTIVE SUMMARY OF THE PROPOSAL

SECTION B A PROFILE OF THE FIRM

This section should include:

- company legal name and Canadian address;
- contact information for person responsible for RFP submission;
 - Name, Title, Phone, E-mail
 - Authorized Signature and Date
- website;
- professional memberships;
- number of years in business as a full service marketing communications firm in Canada;
- number of core customers;
- financial capacity;
- geographical area of operation;
- a brief description of your company, including the number of FTEs (employees versus contract personnel), average length of employment, an organizational chart and a brief resume of each senior manager.
 - Provide details that would be specific to this engagement

SECTION C SUITABILITY OF YOUR FIRM

This section should describe in two pages why you feel that the Firm is best suited to serve the Council's content marketing campaign in support of the Art Bank anniversary requirements.

Please describe what work the Firm has done in terms of brand and marketing consulting with (a) Crown corporation(s), or (b) similar type of agencies and/or organizations, and (c) with organizations working in the arts and culture sector. A demonstrated knowledge and understanding of the arts and culture sector will be a bonus.

The Firm must be able to demonstrate experience in providing content marketing campaign services for similar corporations and agencies and should demonstrate Canadian reach.

SECTION D SERVICE REQUIREMENTS

This section should be broken into sub-sections that respond to each of the requirements identified in the [Council's Service Requirements](#) (2.2) of this RFP. The Firm must provide project summaries describing at least two (2) engagements related to each project/service/requirement completed in the past three (3) years and must show experience and qualifications with similar corporations and agencies. The Firm must demonstrate qualifications for each of the requirements and articulate what value they brought to their client through the delivery of that service. The Firm must demonstrate experience in developing and administering a content marketing campaign.

SECTION E SERVICE STANDARDS

This section should describe the Firm's approach, methodology and accelerators for managing and delivering on project engagements of this nature (based on the examples identified in [Section D](#)).

This section should also address the following:

- Firm's ability to provide a highly personalized, responsive and practical service, and meet established project deadlines;
- Firm's proposal for problem resolution if the proposed work is unsatisfactory;
- Firm's ability to provide a high level of service to Council in both official languages.

SECTION F REFERENCES

Please provide five references of comparable, existing corporate clients including the names of the senior contacts, phone number and email. Summarize the work that was done for their organization and the year(s) the service was provided. At a minimum, three of these references must come from Government of Canada departments, agencies or Crown Corporations. Private sector references may also be provided in addition, if desired.

SECTION G TIMELINE REQUIREMENTS

This section should describe the Firm's ability to meet the timeframes indicated in [Section 2.3](#) and demonstrate availability and capacity to deliver on the Council's service requirements in the timeframe requested.

SECTION H PRICING SCHEDULE, RESOURCES & VALUE ADDED

This section should state the total value of the contract and outline the rates for services for each resource category (see [Appendix B](#) for the roles). Resumes must be provided for each of the roles to demonstrate the Firm's breadth of experience and availability of these resources to immediately start work on the proposed requirements.

Provide an estimated cost breakdown for the content marketing campaign. Specify the type and number of content pieces included in your breakdown. Indicate if there are any services that are not included in the cost estimate that should be considered.

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.

APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED

As a requirement to complete the Proposal, a pricing schedule must be included.

B.1 PRICING SCHEDULE

To ensure that all proposals are evaluated equally, please provide a rate for each of the roles/services identified below. As well, provide an estimated cost breakdown for the content marketing campaign. Specify the type and number of content pieces included in your breakdown. Indicate if there are any services that are not included in the cost estimate that should be considered. :

Fee Schedule	\$/Hour	Daily Rate
Role/service		
Role		

Note: If additional roles would be required to provide the services requested by the Council, list the role, rate and provide a description of the expected need for that type of resource.

B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY

It is important to the Council to have competent resources who have been dedicated by their Firm to work with the Council. Describe the resources, including their knowledge, qualifications and experience to provide the services required by the Council. Please provide resumes for each of the roles identified above.

B.3 VALUE ADDED

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.