



**Purchasing Office - Bureau des achats:**  
Communication Procurement  
Directorate/Direction de l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

**MEDIA PLANNING AUTHORIZATION  
L'AUTORISATION DE PLANNIFICATION MEDIA**

You are requested to provide, on behalf of her Majesty the Queen in right of Canada, the services as described herein.

Nous vous demandons de rendre, à Sa Majesté la Reine du chef du Canada, les services tels que décrits dans les présentes.

The Vendor/Firm acknowledges receipt of this work authorization. Le fournisseur/entrepreneur accuse réception de la présente autorisation de travail	
<b>Maria Chiarella</b> <small>Signature numérique de Maria Chiarella DN: cn=Maria Chiarella, o=Cossette Media, ou=email=maria.chiarella@cossette.com, c=FR Date: 2017.11.23 11:00:24 -05'00'</small>	
Signature	Date
Please Return the signed copy to the Purchasing Office. Veuillez retourner la copie signée au bureau des achats.	

**Vendor/Firm Name and Address  
Raison sociale et adresse du  
fournisseur/de l'entrepreneur**

s.20(1)(b)

Cossette Communication Inc.  
300 rue Saint-Paul  
Bureau 300  
Quebec  
Quebec  
G1K7R1  
Canada

<b>Title - Sujet</b> GC/IRCC Irregular Arrivals - MPA	
<b>Contract No. - N° du contrat</b> B8803-180272/001/CZ	<b>Date</b> 2017-11-22
<b>Client Reference No. - N° de référence du client</b> B8803-18-0272	
<b>Requisition No. - N° de la demande</b> B8803-180272	
<b>File No. - N° de dossier</b> cz041.B8803-180272	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Financial Code(s) Code(s) financier(s)</b> 0500-0140-6771-53010-8803-1001029  HST	<b>GST/HST TPS/TVH</b> <input type="checkbox"/> <input type="checkbox"/>
<b>F.O.B. - F.A.B.</b> Destination	
<b>GST/HST - TPS/TVH</b>	<b>Duty - Droits</b>
<b>Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:</b> DEPARTMENT OF CITIZENSHIP AND IMMIGRATION JTS 19TH FL 365 LAURIER AVE Attn: Suzanne St-Denis OTTAWA Ontario K1A1L1 Canada	
<b>Invoices - Original and two copies to be sent to: Factures - Envoyer l'original et deux copies à:</b> DEPARTMENT OF CITIZENSHIP AND IMMIGRATION JTS 19TH FL 365 LAURIER AVE Attn: Suzanne St-Denis OTTAWA Ontario K1A1L1 Canada	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Wehbe, Amal	<b>Buyer Id - Id de l'acheteur</b> cz041
<b>Telephone No. - N° de téléphone</b> (613) 991-1475 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Total Estimated Cost - Coût total estimatif</b> \$5,418.35	<b>Currency Type - Devise</b> CAD
<b>For the Minister - Pour le Ministre</b>	<b>Chris Ivany</b> <small>Digitally signed by Chris Ivany Date: 2017.11.22 13:28:00 -05'00'</small>

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## **MEDIA PLANNING AUTHORIZATION (MPA)**

### **1. REQUIREMENT**

As described in article 1.2.1, Media Planning Authorization (MPA), of the contract EP361-151112/001/CZ, dated June 26, 2015; this is a request to provide the media planning services. The Contractor must perform the Work in accordance with the Statement of Work and creative brief at Appendix "A".

### **2 PERIOD OF THE MEDIA PLANNING AUTHORIZATION**

The period of the MPA is from date of award to March 31, 2018.

### **3 AUTHORITIES**

#### **3.1 CONTRACTING AUTHORITY**

The Contracting Authority for the MPA is:

Name : Amal Wehbe  
Title : Procurement Officer  
Directorate : Public Services and Procurement Canada  
Tel : Telephone: 613-991-1475  
Email : amal.wehbe@tpsgc-pwgsc.gc.ca

The Contracting Authority is responsible for the management of the MPA and any changes to the MPA must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the MPA based on verbal or written requests or instructions from anybody other than the Contracting Authority.

#### **3.2 PROJECT AUTHORITY**

The Project Authority for the contract is:

Name : Philippe Roy  
Title : Senior Communications Advisor  
Directorate : Immigration, Refugees and Citizenship Canada ( IRCC )  
Tel : 613-437-7590  
Email : philippe.roy@cic.gc.ca

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the MPA and is responsible for all matters concerning the technical content of the Work under the MPA. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

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#### **4 PAYMENT**

##### **4.1 BASIS OF PAYMENT**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with Appendix "B" - Basis of Payment.

##### **4.2 LIMITATION OF EXPENDITURE**

1. Canada's total liability to the Contractor under the MPA must not exceed **\$4,795.00**. Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
  - a. when it is 75 percent committed, or
  - b. four (4) months before the contract expiry date, or
  - c. As soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.
3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

##### **4.3 LIMITATION OF CANADA'S FINANCIAL OBLIGATION**

As described in article 7.3 of the contract, Limitation of Canada's financial obligation under the contract has increased by the amount of this MPA.

#### **5. INVOICING**

##### **5.1 INVOICING INSTRUCTIONS**

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Payment will only be made upon receipt of a satisfactory invoice duly supported by specified release documents and other documents called for under the Contract.

- The original and one (1) copy of the invoices for media planning services will be submitted to the Project Authority as stated in the MPA.

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One copy of each invoice, together with attachments, shall be forwarded to the Contracting Authority.

## 5.2 MONTHLY INVOICES

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada

Furthermore: Invoices that are submitted for Media planning Services and for Other Related Services must be supported by:

- a) category of services and names of resources, number of hours per category and hourly rates;
- b) a copy of time sheets to support the time claimed;
- c) a copy of the release document and any other documents as specified in the Contract;
- d) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- e) a copy of the monthly progress report.

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**ANNEX "A"**  
**STATEMENT OF WORK AND CREATIVE BRIEF**  
**Statement of Work and Agency Brief**  
**Media Planning Services**

<b>Date</b>	Monday, November 6, 2017
<b>Government of Canada Institution</b>	IRCC
<b>Campaign Title</b>	Irregular Arrivals Advertising Campaign 2017-2018
<b>Project Authority</b>	Philippe Roy Senior advisor, Marketing, Communications IRCC Philippe.Roy@cic.gc.ca Tel: 613-437-7590
<b>Institution Billing Address (must match billing address provided on 9200 form)</b>	365 Laurier Ave West Ottawa, Ontario K1A1L1
<b>Estimated net media planning (excluding Agency of Record (AOR) &amp; Advertising Technology Provider (ATP) fees &amp; tax)</b>	<b>Total Media Net: \$66,750.00</b>
<b>Lead Agency (if applicable)</b>	N/A.

**1. Summary of Services Required**

Immigration, Refugees and Citizenship Canada (IRCC) requires an Agency to provide account management services and media planning services for a Search Engine Marketing (SEM) advertising campaign. The campaign seeks to dispel misinformation suggesting that Canada will accept, without question, anyone claiming asylum by illegally crossing the border between ports of entry (POE). The focus of the campaign should be reaching specifically those who are actively seeking information on coming to Canada between/outside POEs.

**2. Timing**

The first phase of the campaign would launch as early as possible in November, exact date TBD by the Agency of Record (AOR) once media planning and buying process initiated.

The campaign may consist of multiple phases, where additional specific communities/nationalities in the U.S. would be targeted if and when needed, at a later date, as a result of changes in the situation on the

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ground. Monitoring of traditional and social media will inform these triggers, when wider-spread discussion of mobilization plans within specific communities/nationalities are indicated.

### 3. Background

In 2017, a number of asylum claimants have entered Canada from the United States between POEs. It is believed that some of these asylum seekers are leaving the U.S. to seek asylum in Canada as the U.S. government may not be extending their Temporary Protected Person Status (TPS).

The U.S. Secretary of Homeland Security may designate a foreign country for TPS due to conditions in a country that temporarily prevent the country's nationals from returning safely, or in certain circumstances, where the country is unable to handle the return of its nationals adequately. The Department of Homeland Security (DHS) must announce a decision on extension of TPS status at least 60 days prior to the expiration date.

Misinformation circulating in various fora including social media and messaging platforms in the U.S. state that Canada will grant status to those currently with TPS. In July, the majority of asylum seekers crossing irregularly into Canada between POEs were of Haitian descent; this trend continued into August but the composition of asylum seekers' nationalities is changing. The DHS has instructed Haitians with TPS to prepare to return to Haiti should another extension not be granted.

The current TPS for more than 50,000 Haitians living in the U.S. may end in January 2018 and nationals from other TPS-designated countries may see their protected status end soon after. TPS currently covers approximately 325,000 persons living in the U.S. from 10 countries, with key populations coming from Haiti, El Salvador and Honduras. Salvadorans represent the largest TPS population.

The decisions on TPS extensions (60 days prior to country's expiration, if not before) for the largest TPS populations are anticipated as follows:

- Honduras, update as of November 6, 2017: DHS unable to make a determination, the TPS designation will be automatically extended for six months to a new expiration date of July 5, 2018. Decision expected at least 60 days prior.
- Nicaragua, decision made November 6, 2017: TPS will be terminated January 5, 2019;
- Haiti, decision expected on November 22, 2017; and;
- El Salvador, decision expected on January 2, 2018, if not before.

### 4. Campaign Objectives and Expected Results

#### Campaign Objectives:

- To dispel misinformation suggesting that Canada will accept, without question, anyone claiming asylum by illegally crossing the border between ports of entry.
- To emphasize the risks of leaving their life in the U.S. (vacating TPS status, uprooting family, children out of school) for an uncertain outcome in Canada.
- To communicate that Canadian officials follow a process for screening refugees that is guided by

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Canadian and international law, which includes health, security and criminality screening.

- During Winter season only – To communicate the risks of entering Canada illegally between POEs during the Winter season.

**Important campaign considerations:**

- There is a considerable risk of being in market with the campaign and conveying our messages to communities that are not necessarily considering coming to Canada, especially online. Feedback from outreach undertaken to date in the U.S. with community leaders reveals communities are not mobilizing or discussing seeking asylum in Canada.
- Both social media and traditional media monitoring demonstrate spikes in activity and keyword mentions as significantly higher when the government is communicating externally or making related announcements publicly.
- An approach that would allow the government to target specific communities in the U.S. if and when needed if communities beginning discussing mobilization plans would be optimal. Hence the suggested tactic of using exclusively SEM.

**Expected Results:**

- SEM: Achieve a click-through rate (CTR) over 1.5% for SEM.

**Conversions:**

- The IRCC web pages used for this campaign will be transitioning to Canada.ca on December 5<sup>th</sup>, 2017.
- In order to track conversions, both before and after the pages are transitioned to Canada.ca, we will require two sets of UTM-coded links, TBD with the AOR in media planning phase.

If possible (TBD with AOR):

- Increase conversions from ads to Canada.ca/asylum during the campaign period.
- Increase in Canada.ca/asylum website visits overall during the campaign.

**A first call has taken place with the AOR and it was confirmed that conversion tags from advertising platforms are suitable for this campaign:**

\_\_\_\_\_ NO \_\_\_\_\_

<b>1. URL of campaign web site:</b>
<a href="http://Canada.ca/Asylum">Canada.ca/Asylum</a>

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## 5. Target Audiences

- The campaign will target Salvadorans (Approx. 263K), Hondurans (Approx. 86K) and Nicaraguans (Approx. 5.4K) in the U.S., based on large TPS populations with a common language (Spanish) and existing cultural associations (Hispanic-American community).
  - Cities: Houston, Los Angeles, Miami, New York and Washington D.C. Metropolitan Areas
- The campaign will also target Haitians as another large TPS population (Approx. 59K)
  - Cities: Boston, Miami, New York Metropolitan Areas
- The campaign will also target unauthorized migrants in the same U.S. cities as TPS populations identified above.



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Country	Original designation date	Expiration Date	# Covered under TPS <sup>1</sup> / # Unauthorized <sup>2</sup>	Markets <sup>3</sup>
Honduras	01/05/1999	07/05/2018 DHS extended TPS designation for six months	TPS: 86 163 Unauthorized: 337 000	<p><u>TPS:</u>                      Primary:</p> <ul style="list-style-type: none"> <li>New York Metropolitan Area (Approx. 9K)</li> <li>Miami Metropolitan Area (Approx. 8K)</li> <li>Houston Metropolitan Area (Approx. 6,060)</li> </ul> <p>Smaller populations:</p> <ul style="list-style-type: none"> <li>Los Angeles</li> </ul> <p><u>Unauthorized migrant populations:</u>                      Primary:</p> <ul style="list-style-type: none"> <li>Cities TBD</li> </ul>
Nicaragua	01/05/1999	DHS Decision made Nov. 6, 2017: TPS will be terminated January 5, 2019	TPS: 5 349 Unauthorized: TBD. No info found.	<p><u>TPS:</u>                      California                      Florida                      Georgia                      Louisiana                      Maryland                      New Jersey                      New York City                      North Carolina                      Virginia                      Texas</p> <p><u>Unauthorized migrant populations:</u>                      Cities TBD</p>
El Salvador	03/09/2001	03/09/2018 DHS Decision expected Jan. 2, 2018 (if not before)	TPS: 263 282 Unauthorized: 465 000	<p><u>TPS:</u>                      Primary:</p> <ul style="list-style-type: none"> <li>Los Angeles Metropolitan Area (Approx. 31 K)</li> <li>New York Metropolitan Area (Approx. 24K)</li> <li>Washington, D.C. Metropolitan Area (Approx. 33K)</li> </ul> <p>Smaller populations:</p> <ul style="list-style-type: none"> <li>Texas</li> </ul> <p><u>Unauthorized migrant populations:</u></p>

<sup>1</sup> Data from IRCC's International and Intergovernmental Relations program branch

<sup>2</sup> Migration Policy Institute, Profile of the Unauthorized Population: United States  
<https://www.migrationpolicy.org/data/unauthorized-immigrant-population/state/US>

<sup>3</sup> Zuzana Jerabek, US National Immigration Forum, FACT SHEET: TEMPORARY PROTECTED STATUS, September 25, 2017  
<http://immigrationforum.org/blog/fact-sheet-temporary-protected-status/>

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				Primary: • Cities TBD
Haiti	01/21/2010	01/22/2018 DHS Decision made Nov. 6, 2017: TPS will be terminated January 5, 2019	TPS: 58 706 Unauthorized: <u>75 000</u>	TPS: Primary: Miami Metropolitan Area (Approx. 17K) New York Metropolitan Area (Approx. 10K) Boston Metropolitan Area (Approx. 5K) Smaller populations: Connecticut Georgia New Jersey Pennsylvania <u>Unauthorized migrant populations:</u> Primary: Cities TBD
Syria	03/29/2012	03/31/2018	6 177	New Jersey New York City Massachusetts Michigan Louisiana Ohio Iowa Texas
Nepal	06/24/2015	06/24/2018	12 967	California New York City Texas
Yemen	09/03/2015	09/03/2018	819	New York City Michigan Virginia Illinois California
Somalia	09/16/1991	09/17/2018	497	Minnesota Ohio Washington D.C.
Sudan	11/04/1997	11/02/2018	75-200 (estimated)	New York City Detroit Des Moines Alexandria Washington, D.C. Los Angeles San Diego Greensboro Omaha
South Sudan	11/03/2011	05/02/2019	49	Omaha

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				New York City Detroit Des Moines Alexandria Washington DC Los Angeles San Diego
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## 6. Key Campaign Messages

### Calls to Action

- **Leading to website:**

- Irregular entry to Canada puts the life you've built at risk. Don't rely on rumours for accurate info – visit [Canada.ca/asylum](http://Canada.ca/asylum).
- Asylum seekers entering Canada illegally are taking risks based on false info & false promises. Get the facts at [Canada.ca/asylum](http://Canada.ca/asylum)
- By entering Canada and claiming asylum, you could be risking your TPS in the U.S. Find out more about the process at [Canada.ca/asylum](http://Canada.ca/asylum)
- Thinking of entering Canada illegally? Once you leave the U.S., you risk losing the opportunity to return, and you risk being sent home to your country of origin. Find out more at [Canada.ca/asylum](http://Canada.ca/asylum)
- When asylum seekers come to Canada and ask for protection, we apply our strict policies and procedures to each case. Find out more about the process at [Canada.ca/asylum](http://Canada.ca/asylum)
- Claiming asylum is not a free ticket into Canada. If you cross into Canada outside of a port of entry, you are breaking the law. Find out more at [Canada.ca/asylum](http://Canada.ca/asylum)

## 7. Complementary Communications and Assets

### List of assets:

<b>Web pages:</b>
<b>English:</b> <a href="http://Canada.ca/asylum">Canada.ca/asylum</a>
<b>French:</b> <a href="http://Canada.ca/asile">Canada.ca/asile</a>
<b>Facebook pages:</b>
<b>English:</b> <a href="https://www.facebook.com/citcanada">https://www.facebook.com/citcanada</a>
<b>French:</b> <a href="https://www.facebook.com/CitImmCanFR">https://www.facebook.com/CitImmCanFR</a>
<b>Twitter pages:</b>
<b>English:</b> <a href="https://twitter.com/citimmcanada">https://twitter.com/citimmcanada</a>
<b>French:</b> <a href="https://twitter.com/CitImmCanFR">https://twitter.com/CitImmCanFR</a>

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<b>YouTube channels:</b>
<b>English:</b> <a href="https://www.youtube.com/c/citimmcanada">https://www.youtube.com/c/citimmcanada</a>
<b>French:</b> <a href="https://www.youtube.com/c/citimmcanada">https://www.youtube.com/c/citimmcanada</a>
<b>Instagram pages:</b>
<b>English:</b> <a href="https://www.instagram.com/citimmcanada/">https://www.instagram.com/citimmcanada/</a>
<b>French:</b> <a href="https://www.instagram.com/citimmcanada/">https://www.instagram.com/citimmcanada/</a>

**Complementary Communications:**

**WEBSITE:**

- IRCC's web content will be updated regularly and a vanity URL has been created: [Canada.ca/asylum](http://Canada.ca/asylum).
  - The vanity URL is used throughout our print materials to lead potential asylum claimants to the website. It is also used frequently throughout our social media content on Facebook and Twitter.
- Products available on [Canada.ca/asylum](http://Canada.ca/asylum) in multiple formats include:
  - Public Service Announcements (PSAs) advising of misinformation in text, audio
  - Video dispelling myths (translated in Spanish and Creole)
  - Infographics (2) (translated in Spanish and Creole)
  - Backgrounder
- Content for diaspora/multicultural communities and groups in Canada and the U.S. are available on [Canada.ca/asylum](http://Canada.ca/asylum).
- Explore posting content to GAC mission websites in applicable U.S. cities.
- Information about asylum claims will be promoted on the [Refugees and Asylum page](#).

**SOCIAL MEDIA:**

- A social media strategy, including organic Facebook and Twitter messaging, will support the paid campaign.
- Facebook content will be issued, using geo-targeting to better reach TPS affected populations.

**OUTREACH:**

**Domestic outreach:**

- Direct e-mails sent to diaspora community intermediaries in Canada to help myth-bust and share facts on the asylum system in Canada. Messages have already been sent to the Haitian and Central American community intermediaries.
- Outreach to multicultural media with PSAs and key messages.
- Information sessions/meetings with community leaders.

**U.S.-based outreach:**

- Engagement by IRCC Minister and Members of Parliament with community leaders (roundtables, meetings).
- Engagement by embassies via Consuls General with U.S. counterparts, community leaders, NGOs, municipal/country/state-level officials, the legal community, etc.

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- Engagement by IRCC Immigration officials with immigrant-serving organizations
- Outreach to multicultural media.

### 8. Services Required, Deliverables and Timelines

The AOR must provide services and produce materials in compliance with the terms, conditions and administrative requirements set out in its principle contract with the Government of Canada from which originate the services available, contract number: EP361-151112/001/CZ.

#### Services required:

The following categories of services are required within AOR media planning services:

- Account Management and Coordination
- Media Strategy and Direction
- Media Research and Analytics
- Media Planning

#### Deliverables and Timelines:

The initial phase of this U.S.-based campaign will include a media buy using exclusively paid search results through SEM. Where it makes sense to reach the target audiences, some messages may be translated in the target audience's language (TBD).

Media placement is scheduled to begin as soon as possible in November 2017 (exact dates to be confirmed). The campaign will be implemented in segments based on mobilization of certain communities in certain cities across the U.S., in relation to cancellation of their TPS.

Any potential future phases of this U.S.-based campaign will be focused on paid search results through SEM, targeting additional specific communities/nationalities if and when needed, at a later date. However, should other digital online media other than SEM be required -- such as Google Display Network and paid social media - Facebook and Twitter, another media plan would need to be developed with the AOR. The exact media mix for each phase will be determined based on consultation with the AOR.

Specifically, the AOR will:

Deliverables	Timelines
1. Develop a media strategy	3 to 5 days
2. Develop a detailed media plan	8 to 10 days
3. Campaign Reporting	Weekly (while the campaign is in market and final report at end of campaign – as per AOR guidelines)
4. Monthly Invoices	ongoing

s.20(1)(b)

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**ANNEX "B"**  
**BASIS OF PAYMENT**

**B.1.1 MEDIA PLANNING SERVICES**

The firm hourly rates are all inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, except Applicable Taxes. All expenses normally incurred in providing the services (i.e., project office space [including Contractor's hardware and software], word processing, reports, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rate identified hereunder, and will not be permitted as direct charges under any Call-up against a Standing Offer. **The Contractor is not permitted to charge hourly rates to prepare work estimates.**

Category of Service	NAME OF RESOURCE(S)	HOURLY RATE INITIAL 3-YEAR PERIOD	HOURLY RATE FIRST OPTION PERIOD	HOURLY RATE SECOND OPTION PERIOD
Account Management and Coordination for media planning services				
Media Strategy and Direction - Traditional				
Media Strategy and Direction - Digital				
Blended rate for all other media planning services - Traditional	Not required			
Blended rate for all other media planning services - Digital	Not required			

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### **B.1.2 SUBCONTRACTED SERVICES**

The Contractor will be reimbursed at cost for any actual expenditure, reasonably and properly incurred to acquire goods and services from third parties at the suppliers' price, net of any trade or prompt payment discounts.

For each subcontracted service over \$25,000.00 (Applicable Taxes included), during the life of the contract, the Contractor will obtain competitive bids from no less than three outside suppliers. Each option period will be calculated individually. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

### **B.1.3 DIRECT EXPENSES**

The Contractor will be reimbursed for expenses not covered in the firm fees, in certain cases and at the sole discretion of Canada, where services outside of normal overhead expenses are required to complete the Work, such expenses may be allowable as direct expenses so long as the service(s) is/are documented upon approval of the WA or MPA. These expenses will be reimbursed net of any discounts, with no mark-up, provided the costs are approved in advance by the Project Authority and Contracting Authority and they are reasonably and properly incurred in carrying out advertising services.

### **B.1.4 TRAVEL AND LIVING EXPENSES**

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the *National Joint Council Travel Directive* (<http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>), and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority.

All payments are subject to government audit.