

CCPRF

Request for Proposals

**Monitoring Services**

November 25, 2009

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## SECTION I

### 1.1 INTRODUCTION AND OPPORTUNITY

The Canadian Council of Public Relations Firms represents twenty-two of the largest and most recognized public relations firms in Canada. A complete list of member firms may be found at <http://ccprf.ca/members/>.

All members of the CCPRF regularly use media monitoring services for internal or client use.

Members of the CCPRF have recognized they receive vastly different media monitoring services – and at vastly different costs. All members of the CCPRF wish to benefit from industry best practices and benefit from costs that reflect the tremendous volume of media monitoring services used every day by this group.

The successful bidder of this RFP will secure the opportunity to work with all members of the CCPRF for a period of two years + an optional one year extension. Based upon the services and costs proposed, all members of the CCPRF are prepared to move their current media monitoring services to the winning bidder.

### 1.2 OBJECTIVES OF RFP

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a proposal to supply media monitoring services in Canada to the public relations companies who comprise the CCPRF. Member firms of the CCPRF are interested in receiving the most comprehensive media monitoring coverage available, in a timely manner and at a cost that reflects the large volume of use by CCPRF members.

### 1.3 STATEMENT OF WORK

CCPRF members are seeking the services of a qualified media monitoring company (or a seamless partnership between companies) that can provide the following core services:

- Monitoring and reporting of national, regional and local newspapers;
- Monitoring and reporting of national, regional, consumer and trade magazines and publications;
- Monitoring and reporting of national, regional and local radio;
- Monitoring and reporting of national, regional and local television;
- Monitoring and reporting of online websites, blogs, and social media applications (e.g. Facebook, Twitter, etc.)

The following are additional services that CCPRF members would like to consider:

- Platform that allow for ease of searching key words or other targeted search criteria;
- Delivery platform of results, including how results are presented (links, full stories, summaries, etc.)
- Analysis capabilities including tone, frequency, message pull-through and comparisons to other key words (e.g. analyzing coverage for one client compared to coverage received by key competitors of a client). Ideally the analysis should tie into the industry-endorsed MRP system.
- Clipping scans available in colour and in a format that can be edited. Full page scans are preferable to “just the article” to provide context. Original clippings should be accessible, if required.
- Potential for Confidential FTP site access for agency/client

## SECTION II

### 2.1 RFP/PROPOSAL INFORMATION AND CONDITIONS

- 1) The winning bidder's services and costs will be made available to all CCPRF members for their consideration to change their existing media monitoring services over to the winning bidder. CCPRF members who choose to move their existing media monitoring services to the winning bidder may do so immediately or may do so at the end of their current media monitoring contract, but in either case this will be done without penalty to the CCPRF member.
- 2) CCPRF members reserve the right to continue working with their current media monitoring provider and are not obligated to move their media monitoring services to the winning bidder.
- 3) CCPRF reserves the right to:
  - reject any or all proposals received in response to this RFP;
  - cancel and/or re-issue this RFP at any time;
  - request pricing based upon a standard template in order to compare competing quotes on the same basis;
  - select a 'short-list' of bidders and ask for additional information or clarification; and
  - verify any or all information provided by the bidder as part of this RFP.
- 4) **When submitting your bid, please ensure also that you complete, sign and return the Certifications in Appendix A. Failure to sign and return this certification will disqualify your bid.**

- 5) Any proposals which do not meet the requirements of the RFP will be judged unacceptable.
- 6) The winning bidder's proposals will remain open for acceptance by CCPRF members for a period of ninety (90) days after the close of this RFP.
- 7) Prices quoted shall be in Canadian funds and be exclusive of GST or PST. Quotes must include any and all charges that may be incurred by CCPRF members.
- 8) Bidders are advised that the CCPRF reserves the right to consider, as part of its evaluation, any unsatisfactory performance in a previous or current project performed by the bidder for any member of the CCPRF.

## 2.2 PROPOSAL PREPARATION INSTRUCTIONS

- 1) Proposals are to be submitted electronically to:  
  
Carol Levine, [clevine@meca.ca](mailto:clevine@meca.ca)
- 2) Proposals must be submitted by the closing date and time: December 17 at 15:00 EST  
  
Proposals submitted after this time may not be accepted by CCPRF for consideration.
- 3) Proposals be prepared in accordance with the **RATED REQUIREMENTS** of the RFP, and include all of the information needed to assess the bidder's ability to complete the project (as described in the **STATEMENT OF WORK**) in a timely and cost-efficient manner.
- 4) Proposals must include (on the title page) the full company name(s) of the bidder, as well as the address, contact name, telephone, email address and bidder's corporate website.
- 5) Bidders are requested to provide at least three (3) client references that are relevant to the requirements specified in this RFP. Client references should include:
  - Client Name & Contact Information
  - Length of Association with Client
  - Project Name
  - Project Description (max 2 pages)
  - Project Budget
  - Project Timeline
  - Demonstration of Success

Bidders are requested to provide demonstrations of their work for client references.

## 2.3 PROCESS AND TIMETABLE

The process and timetable for this competitive process will be as follows:

- **Receipt of RFP:** This RFP has been sent to a select list of bidders, who will receive the RFP directly. CCPRF does not intend to share the list of bidders.
- **Conference Call:** A conference call will be held on December 1 at 14:30 EST to provide bidders with the opportunity to ask questions and seek clarification on the RFP. Potential bidders should send an email to [clevine@meca.ca](mailto:clevine@meca.ca) to request an invitation to participate in the conference call. CCPRF will provide conference call coordinates only to bidders who have indicated their intention to submit a bid. CCPRF will make itself available only at the time and date specified above.
- **Submission of Proposals:** Proposals must be submitted no later than the closing date, December 17 at 15:00 EST.

## SECTION III

### 3.1 RATED REQUIREMENTS

Proposals will be evaluated on the basis of the following rated requirements:

- Demonstrated understanding of the needs of public relations firms vis-à-vis internal monitoring requirements for new business or administrative needs and monitoring, analysis and delivery requirements for a wide variety of clients with a wide budget parameters;
- Approach and Methodology
- Innovative and industry-leading ideas and approaches for CCPRF members;
- Supplier Qualifications (Personnel and Management Team; Client References/Case Studies);
- Proven quality of customer service, quality control and reliable results;
- Commitment to timely billing;
- Flexible contract commitment terms to allow for shorter term client projects and cancellations; and
- A discount price model that will be offered only to CCPRF members;
- Price – Part A (including, but not limited to all-inclusive monthly or annual charges for services; price per service, etc.)
- Price – Part B – a chart demonstrating every conceivable price, cost or charge that would or may be incurred by a CCPRF member;
- A commitment that the price offered to CCPRF members will offer a discount beyond the best available price that any other customer receives these or similar services.

## 3.2 FINANCIAL REQUIREMENTS

### Detailed Price Proposal

Bidders should provide detailed pricing, covering all costs associated with their proposal, including optional services.

### Additional Information

In order to compare the various pricing regimes of bidders, CCPRF asks that all vendors include information for the following:

#### All-inclusive pricing:

Pricing if CCPRF members wished to pay one flat fee for one or more media monitoring services. Include charges per service and for all services.

#### Price per click:

Charges associated if the delivery platform includes a cost to view or hear a story or clip.

#### Analysis Charges:

Charges associated with various analysis metrics / approaches / dashboards.

#### Customizable Platform Charges:

Charges associated with building a 'search platform' for a CCPRF member to search multiple databases at the same time.

#### Rate Increases:

Any anticipated price increases over the next 12 months.

#### Other:

Break out any administration fees, surcharges or termination penalties.

## 3.3 EVALUATION PROCEDURE

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The lowest-cost compliant bid will not necessarily be selected, although cost efficiencies will play a large factor in addition to the quality of service and available source material.

A successful bidder may be named as a result of this process, or a short-list of bidders may be requested to provide more detail. CCPRF may request an in-person presentation to members of the CCPRF by a short list of bidders before any bidder is selected.

The ultimate bidder determined by CCPRF to possess the capacity to provide the services under this RFP will be invited to meet with CCPRF members who decide to change their media monitoring services to the winning bidder.

CCPRF members will indicate their decision within 90 days of the closing date of this RFP.





APPENDIX A: CERTIFICATIONS

**Certification of Authority**

We hereby agree to all terms and conditions of this RFP, and attest that the person signing this certification has the necessary authority to commit to the undertakings proposed herein.

**Certification of Ability to Provide Services Proposed**

The bidder certifies that, should it be authorized to provide services under any contract resulting from this solicitation, the bidder will be available to commence performance of the work and at the prices / charges quoted within a reasonable time from contract award, or within the time specified in the Statement of Work, and will remain available to perform the work in relation to the fulfillment of this requirement.

Authorized Signature: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Title: \_\_\_\_\_

Contractor Name: \_\_\_\_\_

Date: \_\_\_\_\_