



GOVERNMENT OF BERMUDA
Department of Communications

25 March 2019

Dear Respondents,

Ref: OPMP/ 001/2019 – Request for Information (RFI)

Addendum #1 contains 2 pages.

The following addendum supersedes information contained in the RFI to the extent referenced. This addendum forms part of the RFI documents and will be subject to all of the conditions set out in the RFI conditions.

Respondent's Questions (Q) and Government's Responses (R)

- Q1 Your primary objective is describe as: getting information to the “right people at the right time” – will there be a requirement to create a multiplatform solution (print, digital, radio, broadcast)? If not, would this be appealing if you could accomplish this with a single vendor?
- R1 **We are open to seeing what each vendor can provide. We are not looking for one vendor to provide a multi-platform solution.**
- Q2 Are the below questions the only ones required for you to access next steps with potential vendors? Do you require any additional information in this phase?
- R2 **At this time, we do not have any further questions, however once we receive the responses we may have questions of that particular vendor.**
What services can your company provide that will highlight Ministerial Statements that are read in the House of Assembly on Fridays?
What services can your company provide that will highlight new government policies?
What services can your company provide that will show case new and existing initiatives?
How can you work with the Department of Communications to create new programmes to highlight Government's messages?
What social media opportunities and skills exist in your company that will help to connect Government's programmes and messages with your audiences?
- Q3 Do you have an estimated budget for this project?
- R3 **The Government's normal practice is not to release budget estimates.**
- Q4 Is there a specific (minimum) time requirement you would want the information distributed relative to the end of Friday sessions?
- R4 **I'm not clear on this question – are you referring to Ministerial Statements? If so, we would have to accept the proposal and agree the turn around times.**
- Q5 Should the Ministry consider video or LIVE broadcast of information:
- Would it change the above timelines?
 - Should video be considered, what attributes would be required from a compliance standpoint –ie. approvals, editing, legal, branding? Have these been considered as part of *turnaround* times.



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- R5 This is something that would have to be explored, discussed in detail and agreed should a proposal be received and accepted.
- Q6 How do you plan to evaluate opportunities presented, if possible please rank priority:
- Reach (total volume of people)
 - Target audience of selected community (ie. Business Sector)
 - Engagement – evaluating qualitative metrics – sharing content, return visitors, time spent.
 - Interactions – use the engagement to build a loyalty model that will allow you to identify segments for future communications (acquisition/retention modeling).
 - Build a new base of digital communications with the broader Bermuda community.
- R6 The opportunities will be evaluated based on the requirements of the campaigns, programmes and services we will launch and communicate over the next year. If a service offered in a proposal meets the communications and price requirements we will engage with the media entity providing the solution.
- Q7 Do you see this new approach as non-partisan or is it a PLP only initiative?
- R7 This is a proposal created by the Department of Communications.
- Q8 Are there any requirements regarding proprietary platforms – ie. the content must reside on Government platforms (but can be shared on social)?
- R8 The platform will be reviewed and agreed depending on the requirements of the communications project.
- Q9 Will the audience target group be strictly local, or will there be a global target?
- R9 Most audiences will be Bermuda-based.

END OF ADDENDUM #1

RFI Contact Aderonke Bademosi Wilson – email – abwilson@gov.bm