

Note: We apologize for a broken link within the RFP document. The correct link is:  
<https://www.amo.on.ca/municipal-workforce-development>.

## **Budget**

**Q. What does the \$400,000 campaign budget include? What is the desired split for the agency fee, media buying, production, and web development?**

- The initial \$400,000 budget allocation is set for campaign planning and project management, content creation and production (including production of microsite and associated graphic, audio, or video assets), and an initial social media roll-out. The social media planning and buying can also be done with subcontracted service providers and should be noted in the proposal.
- Upon the advice of the selected firm, additional budget can be requested and may be provided to achieve campaign goals. For example, the successful proponent may recommend radio advertising or physical signage placement in select Ontario regional media markets to reach our intended audiences. The budget allocation will depend on each agency's proposed approach and will be evaluated to identify the successful proponent.

**Q. The budget is listed as \$400,000. Does this exclude HST, or do we need to include tax in our proposal?**

- The initial \$400,000 budget allocation is inclusive of HST.

## **Campaign Context & Design**

**Q. Is this campaign a net new initiative, or is the goal to building from a previous campaign or existing work?**

- This campaign is a new initiative as part of AMO's ongoing Municipal Workforce Development Project.

**Q. Are there existing brand standards, visual guidelines, or a defined tone of voice we should align with for this campaign?**

- AMO has existing brand standards that might be integrated, but we anticipate that this campaign will require its own visual identity.

**Q. Would you be able to share an example of a best-in-class campaign from your previous community or workforce-related initiatives?**

- There are several examples of industry recruitment campaigns in other jurisdictions in Canada and the US.

**Q. In the RFP you mention: "campaign will focus primarily on digital advertising (web, social media, and podcasts)" are you expecting an influencer campaign to be part of this mandate?**

- We do not anticipate an influencer campaign to be part of the campaign, but we are open to advice from the selected proponent to meet campaign objectives.

## **Campaign Measures**

**Q. What are AMO's KPIs for success? Is it awareness, engagement, job applications, perception change, etc.?**

- The advertising campaign should increase awareness of municipal careers among post-secondary youth and new Canadians and perception change of municipal careers as

meaningful positions where people can make a difference in their communities. This will be done through the creation of creative assets, the development of a landing page/microsite, paid placement of the assets on social media and other out-of-home advertising (newspaper, radio, physical signage, as recommended by the proponent). We have not set targets/outcomes but metrics we would like to monitor include: microsite/landing page visits, click-through rates, impressions and engagement on social media, etc. AMO represents 444 different municipal employers, so it will be difficult to monitor metrics such as number of applications beyond anecdotal reports from our members.

**Q. What is the expected number of digital ads, radio ads, social media posts, etc.?**

- This will depend on each agency's proposed approach based on their recommended tactics to reach our target audiences. AMO has over 400 member municipalities across Ontario, who can also support the campaign roll-out through their own social media accounts.

**Campaign Schedule & Timing**

**Q. How long would you like the Fall 2025 campaign to run within this initial budget, is there an expectation that the campaign will have a longer lifespan (e.g., evergreen assets or a recurring annual campaign)? How flexible is this timeline and are there any specific milestones you'd like us to consider?**

- An initial campaign would ideally run 4-6 weeks in Fall 2025 to build the campaign brand and gain market penetration. Ideally, the assets (particularly graphic assets) can be re-used in future campaigns should we wish to make it a recurring campaign. We are open to advice on how best to achieve this based on proposed campaign tactics and value-for-money considerations.

**Q. Is there a specific reason or milestone driving the targeted Fall 2025 launch date?**

- This timing aligns with students being on or near their campuses and leads into students considering career options following spring graduation or co-op/summer job considerations in the early winter.

**Q. There is mention of the "potential to develop a recurring campaign schedule." Could you give us more insights on how many campaigns you usually produce a year (in average)?**

- Public advertising is a relatively new endeavour for our organization. Our most recent campaign was during the 2025 Ontario general election.

**Q. Are there any political or legislative factors (e.g., provincial elections, budget cycles) we should be aware of for timing or messaging sensitivity?**

- No political or legislative factors to be aware of.

**Audience & Campaign Research**

**Q. Are there specific target demographics or communities AMO is prioritizing for outreach through multicultural or ethnic media?**

- Key campaign assets must be translated to French. Depending on target audience refinement and the advice of the selected proponent, some campaign assets could be translated for other commonly spoken language communities in Ontario.

**Q. Audience research can range greatly based on the level of expectation and ability to leverage any existing insights you may already have. Will you have any existing audience insights available? Can you share any specific research expectations around the methodologies or sample sizes you expect the selected agency to undertake within the scope of the project so we are better able to determine the depth of research and budget allocation?**

- We have some insights available based on a [survey of 2,400 municipal employees](#) conducted in Fall 2023. Additional market research might include an agency's existing knowledge of marketing and advertising trends when reaching the target audiences and regional markets or small focus groups to refine campaign look and feel, messages, and tactics.

**Q. Considering the range suggested in the RFP in terms of channels, out-of-home in select regional markets and multicultural media, is there any existing data that would point towards channels that would be more effective, regions that would need particular attention or specific audience profiles/ethnic groups you would like to target more specifically? Are there any defined expectations in these regards?**

- No specific data or defined expectations. Given the target audiences of young Ontarians and new Canadians, and the anticipated support of our members, a digital-focused campaign is likely ideal. Physical placement in select regional markets with large post-secondary populations and Northern Ontario are also of interest.

**Q. Could you share the rationale behind the listed media channels? Were they informed by research or are they exploratory? Also, is AMO open to alternative media strategies targeting adjacent or competitive career paths?**

- Listed media channels are suggested examples. AMO is open to the advice of the selected proponent on how best to achieve campaign goals.

**Q. Will AMO provide or help recruit a panel of respondents for the audience research?**

- Yes, we can help with recruitment of a panel of respondents for audience research.

## **Expectations of Proponent**

**Q. Under Section 4.2 Proposal content and selection criteria: does the term 'Ontario examples' refer to any past work created for Government of Ontario or does it imply work created for any brand deployed in Ontario?**

- Any relevant Ontario campaign or brand examples.

**Q. Would you please clarify the expectation for the proponent to have an "understanding of Ontario's media market as it relates to campaign audiences and objectives"? Would this point to insights and media habits of our target audience?**

- AMO is seeking a partner who understands Ontario's media market and can provide advice on how to develop a meaningful and cost-effective campaign that reaches our target audiences. Experience in campaign planning and deployment for our target audiences and/or in Ontario's regional media markets will be evaluated to identify the successful proponent.

**Q. Will the selected firm be expected to support engagement strategies for campaign toolkits (e.g., distribution to municipalities and post-secondary institutions), or will AMO manage those relationships?**

- AMO can manage relationships with municipalities and post-secondary institutions to share campaign toolkits.

### **Technology & Accessibility**

**Q. For the microsite: will this live on AMO's domain, or should we plan to host/build it externally?**

- Ideally, this would be hosted and built externally.

**Q. What are AMO's expectations around campaign accessibility (e.g., WCAG compliance, language translation, screen-reader readiness)?**

- The campaign should be compliant with accessibility legislation and regulation in Ontario.

### **Other Considerations**

**Q. Which stakeholders do you want to include in the process?**

- AMO has an Advisory Group to guide the broader Workforce Development Project comprised of project partners and municipal CAOs which can be consulted during the development of the campaign. AMO has over 400 member municipalities across Ontario, who can also support the campaign roll-out through their own social media accounts. From a market research perspective, we have some insights available based on a [survey of 2,400 municipal employees](#) conducted in Fall 2023. Additional market research might include an agency's existing knowledge of marketing and advertising trends when reaching the target audiences and regional markets or small focus groups to refine campaign look and feel, messages, and tactics.