

Request for Proposal to Provide Services

Municipal Candidate Attraction and Voter Turnout Advertising Campaign

PROPOSAL SUBMISSION DEADLINE @ 2:00 P.M. ET
ON MONDAY, MAY 26, 2025

Budget

Q. Is the media buy included within the stated \$400K budget, or would that be managed as a separate allocation?

- We are looking for a comprehensive submission that includes considerations on media deployment. If additional costs arise, these may be considered.

Q. If it is included, do you have any high-level thinking or precedents for how you'd like to see the budget allocated between media buy, production, and agency strategy/creative fees? If not, we're happy to provide recommendations.

- We are relying on the advice and expertise as provided within proposals.

Q. Is there is interest in leveraging the media budget, or an extended budget, toward a pop-up activation or campus-focused experience?

- We welcome innovation and suggestions.

Q. What were the annual budgets for each of the last 3 years?

- AMO doesn't run public affairs/advertising campaigns regularly. So we don't have an annual budget to share for the last three years.

Q. How was your media investment allocated across the various channels and platforms for each of those years?

- As per above, not applicable.

Campaign Context & Design

Q. Is there an existing media inventory or historical data from AMO's previous campaigns (e.g., We All Win) that the successful firm can use to inform strategy and media planning?

- This information will be available to the successful proponent.,

Q. Can you share any insights into what has worked well in past campaigns?

- Plain language campaigns that speak to the realities and sentiments of our members. This campaign must take into consideration the same for the general public.

Q. What is the intended balance between motivating individuals to run for office versus encouraging voter turnout?

- Both objectives are equally important.

Q. How do you see these two objectives working together within the campaign?

- The objectives are driven by AMO's Healthy Democracy Campaign that is committed to building local healthy democracies through engagement in municipal governance. One requires the other to happen. We look forward to ideas and innovations on promoting these critical objectives.

Q. What successes did you have with the "We All Win" campaign? What would you like to improve on in this new campaign?

- The "We All Win" campaign was AMO's first foray into promotion of municipal governance in a public and focused way. The campaign introduced AMO to organizations and others who previously were unfamiliar with us and resulted in new

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partnerships and relationships. Additionally, the campaign built excitement across our membership as we ventured into broader areas of advocacy and promotion. This was welcomed as local leadership becomes more fraught and complicated. AMO was seen as supporting its members in ways not previously undertaken and promoting the importance of local leadership outside of its political advocacy to other orders of government.

Q. How similar should this campaign's branding be to AMO's existing brand identity?

- AMO's brand identity will be very important as this campaign is built around AMO's leadership in the municipal sector.

Campaign Scheduling, Timing, and Channels

Q. To what extent should the agency's strategic recommendations shape the final mix of campaign channels and tactics, or does AMO have specific channels already prioritized?

- AMO is looking for recommendations specific to both of these. We are relying on the expertise of the firm to help us think outside of and beyond how we have promoted our work and positions. This is a new undertaking for AMO related to the Healthy Democracy Project. We are relying on the creativity and innovation of interested firms.

Q. Fall 2025 is an ambitious timeline. We can absolutely do it but would like to know if you have firm dates for when you'd like the campaign to be live in market? If so, could you also share the rationale behind that timing?

- The timeline is ambitious because the 2026 municipal elections are fast approaching. At the latest, the campaign must be launched by January 2026 to have enough runway to achieve the objectives of encouraging people to run and increase voter turn out. We are open to strategic advice from the consultant.

Q. How long do you anticipate the campaign being in market?

- We are looking for strategic advice from the consultant on best campaign length for our intended impact, the campaign end will be by the 2026 municipal election.

Q. What is the term of the contract (number of years)?

- As indicated in the request for proposal, AMO is looking to develop a public affairs campaign that engages Ontario's public in voting and running for the October 2026 municipal election. This is the current timeframe.

Q. What have been the peaks and troughs for your organization with these audiences over the last 4-5 years? We'd like to keep these in mind for our presentation/submission.

- As a membership organization representing all of Ontario's 444 municipalities-our engagement with our members is constant and unwavering. Our role is to represent our members interests at all times in relation to the changing policy environment and decisions from the provincial government that impacts their ability to build sustainable communities.

We do not focus our work on the general public as they are not our stakeholders.

However, we did undertake a public affairs campaign in lead up to this years provincial election: "[Vote like your quality of life depends on it.](#)"

Q. In terms of marketing activities, are there activities that you prefer or prefer to avoid due to prior experience, effectiveness or company policy?

RFP Question & Answers

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- No, as indicated, public affairs campaigns are generally not our focus, we will rely on advice and guidance from proponents. However, our focus will be non-partisan, positive and encouraging, with a focus on building understanding.

Q. Given that this campaign is scheduled to launch in Fall 2025 as part of the lead-up to the 2026 municipal elections, are there any key dates or milestones we should plan around to ensure the campaign is in market at the most impactful times?

- We will rely on advice from proponents on the best timing to engage, build and catch attention. We anticipate this will be fall to January 2026 for an effective launch window.

Audience and Campaign Research

Q: Do you have existing PR or government contacts that we could collaborate with or tap into as part of campaign outreach?

- We do have contacts with different partners that can be considered within the campaign.

Q: Can you confirm which languages will be required for translation or cultural adaptation?

- English is the only language required, but if there are recommendations from the consultant, others could be considered.

Q. Which demographics or communities do you want to reach? Are there specific ones that we should prioritize (e.g., newcomers, youth/first-time voters, urban/rural residents, racialized groups, etc.)?

- We are interested in reaching a variety of audiences with a focus on underrepresented communities. All the categories mentioned in your question are of interest. As AMO represents all 444 municipalities across the province, the campaign will need to consider how best to target the diverse communities and demographics across the province.

Q. On the audience research outlined under Planning and Project Management, will AMO provide or help recruit a panel of respondents for the audience research?

- Yes.

Expectations of Proponent

Q. Is there a maximum and minimum number of past/current client projects we need to include in the proposal?

- Two to four client projects would be welcome.

Q. How recent do the past client work experience need to be?

- Our preference would be work from the last three to five years.

Q. Do you have an incumbent agency?

- No. We do not have an incumbent agency.

Q. As we received your RFP via direct email, we understand that this RFP is by invitation only.

- The RFP isn't by invitation only. A small number of firms received the RFP directly.

RFP Question & Answers

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Q. Can you share what led you to find and include us?

- Groups who were emailed were included based on different factors such as aligned values, relevant work experience or clients, and through recommendation.

Q. Can you share the list of agencies who have also been invited?

- We will not be sharing this information.

Q. Why has your organization decided to look for a new agency at this time?

- As AMO's work focuses on its membership and matters such as policy, advocacy, member services, we do not have the expertise required to develop and launch the campaign as outlined.

Q. Based on the “points system” is it fair to assume that the first question - “An overview of your firm’s expertise in planning, producing, and executing large-scale public advertising campaigns, with Ontario examples provided, if possible.” will have a total of weightage of 40 points =

30 points - Proposed approach to campaign planning and project management and to provide strategic advice to develop campaign assets and manage deployment

10 points - Understanding of Ontario’s media market as it relates to the campaign audiences and objectives to engage in campaign planning and deployment

- Some of the areas of delivery are weighted. We are really looking for a proposal that provides a comprehensive approach that reflects understanding and achievement of our needs and objectives.

Technology and Accessibility

Q. Will the campaign microsite/landing page be hosted on AMO’s domain, or is the agency expected to manage hosting, maintenance, and analytics?

- We anticipate that there will be an opportunity to consider a number of approaches. In some areas AMO has limited capacity however, the resources will need to live on AMO’s domain at a point past the life of the contract.

Other considerations

Q. What is your organization's anti-racism policy, especially in terms of supply chain opportunity equity?

- As this RFP is focused on AMO’s Healthy Democracy Project that is very much driven by equity, inclusion and diversity, we support social procurement practices.

Q. What is your supplier diversity policy in terms of supporting suppliers from marginalized or under-represented groups with a view to increasing diversity in your supply chain?

- Please see above.

Q. Does your organization give any weight to minority-ownership certifications such as the CAMSC, which help organizations promote diversity and equity in their supply chains?

- Please see above.

RFP Question & Answers

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Q. What is your supplier CSR policy, and does your RFP process give any weight to CSR-aware firms with certifications such as B Corp or GIIRS?

- We currently do not have a specific policy related to this. Please see above.