



**CCAB Website Redesign/Refresh 2024**

**Request for Proposals**

**ADDENDUM**

***Issued Jan. 10, 2024***

<b>NOTICE TO ALL POTENTIAL RESPONDENTS</b>		
<p>The Request for Proposals (RFP) is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its Proposal.</p>		
<b>The Proposal submittal deadline remains the same and is not changed by this Addendum.</b>		
<b>Item</b>	<b>Section</b>	<b>Description of Changes to RFP in Addendum</b>
<b>Questions and Answers Addendum</b>		
2.1	When is the separate re-brand project expected to be complete?	The brand refresh assets will be available to the successful bidder in February.
2.2	Will brand guidelines and any other briefing or documentation be shared before the project starts?	Yes.
2.4	What sub-brands are required to be incorporated, and where?	All sub-brands currently represented on the website will need updates.
2.5	Are there any third-party integrations required on the site?	We are looking for guidance on that from the successful bidder, but that will not necessarily need to be executed before the launch of the refreshed site, which will undergo ongoing improvements after the relaunch.
2.6	What level of content support does CCAB require?	Our internal teams will provide content updates and additions.

2.7	Do you wish to include time and budget for users in the current site audit?	Due to the timelines, the priority of the audit will be to make decisions based on current analytics and available information.
2.8	Is the May 30th launch a firm deadline or is there flexibility?	Yes, it is a firm deadline, as the refreshed branding will be presented at the CCAB anniversary celebration May 29.
2.9	Does CCAB input manually translated French content into the current site and is this the method you wish to employ for the new site (versus automated translation)?	French translation is a priority for CCAB, and we are open to recommendations for improvement. Currently a third-party manages those efforts.
2.10	Are you looking for a full redesign and development service?	No, we are refreshing our current site and updating to improve. We expect improvements will be incremental and ongoing in the months and years ahead.
2.11	What is the priority in terms of the purpose of the refresh?	The first priority is communicating our refreshed branding. The second priority is receiving expert advice on improvements that could be made to improve UX and executing those when feasible. It is our understanding that some improvements may be made quickly and easily, and other may have to occur in the months after the refresh.
2.12	Is the website the first major application of the new brand?	Yes, aside from the unveiling at the anniversary celebration on May 29 in Toronto, but this will be to a live but limited audience. There will be significant digital and mainstream media exposure in June after the website is updated.
2.13	Does the scope include updates to password protected areas?	No.
2.14	Is CCAB looking to update any processes as part of this project?	Possibly if that is a recommendation. That may be undertaken in-house as well, if the successful bidder does not feel it is feasible.

**END OF ADDENDUM**