



## CAMPAIGN SOLUTIONS AND SERVICES FRAMEWORKS

### PROPOSED EVALUATION METHOD FOR CONSULTATION

#### **RM3774: Campaign Solutions**

The first framework, Campaign Solutions, aims to appoint agencies capable of providing a wide range of services on an integrate basis. There are 3 core criteria which all agencies wishing to get on to the framework must meet and 10 specialisms which they can choose to apply for.

*Agencies will be advised that they do not need to use case studies from public sector but that examples from clients across other sectors would be welcome and encouraged.*

#### Evaluating Core Services

Potential suppliers will be assessed against three criteria on a pass/fail basis. These criteria are:

1. Account Management
2. Reporting and Analysis
3. Evaluation and Measurement<sup>1</sup>

Agencies will be asked to answer a question which will demonstrate their capability to provide each of the above. There will be a 500 word limit for these questions.

#### Scoring Core Services

The evaluation of the core services will take place before the evaluation of the specialisms. Agencies must receive a pass mark from all 3 evaluators in order to proceed.

Proposed questions:

1. Account Management  
Please show your proposed approach to client account management by demonstrating your approach to the following:
  - Client Service
  - Building bespoke teams
  - Responsiveness and flexibility in meeting complex requirements

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<sup>1</sup> All of the core services have been defined in the Statement of Requirements



## 2. Reporting & Analysis

How will you deliver detailed reporting and analysis for the client to ensure that the requirements set out in the SOR are met?

Your response should clearly set out:

- How you will provide this information for the client including frequency and structure of reports
- How you will report on budget and manage accounts
- How you will work with clients to provide options and recommendations demonstrating how this will work when subcontracting or working with third parties

## 3. Evaluation & Measurement

Please explain how you will use the GCS evaluation framework to demonstrate the evaluation of your activity.

*Copies of the GCS evaluation framework will be shared with agencies ahead of the OJEU being released.*

### Evaluating 10 Specialisms

Those suppliers who receive a pass mark for all of the 3 essential criteria will move to the second stage of the evaluation process where suppliers will be invited to submit a 1 page 'creds style' submission for each of the specialisms they wish to provide.

This document must be in a PDF format, and can be designed, laid out, and include any mix of text and imagery, as the supplier sees fit. The supplier may also provide a web link to a single piece of video content (not to exceed 3 minutes in length) to support their application and to include content relevant to and assessable against all criteria against which they are applying.

Pricing will be 10% of the overall score per specialism. See below.

Proposed question:

'Use the OASIS framework to demonstrate your expertise in [insert specialism]'

Government Communication Service is looking for a minimum number of agencies to provide each of the specialisms, these are:

- Direct marketing - 5
- Digital marketing and social media - 10
- Public relations - 8
- Creative for advertising - 10
- Production - 4
- Partnership marketing - 5
- Design and branding – 6
- Strategy development - 5



- Channel planning- 5
- Events management – 10



Ideally we would want to appoint no more than 30 agencies - some agencies will be appointed for multiple specialisms - but this should be flexible to allow more than 30 in order to meet the numbers per criteria indicated above.

### Scoring 10 specialisms

Specifically, suppliers will be assessed against their capability to deliver communications, which comply with the GCS OASIS<sup>2</sup> planning model:

**Objectives:** Ability to set meaningful and outcome focused objectives for the supplier's work

**Audiences:** Ability to demonstrate an understanding of audiences, their needs and how this relates to the supplier's work

**Strategy:** Ability to set out strategy for the work to be conducted, and/or an understanding of how the supplier's work aligns with overall strategy

**Implementation:** Ability to demonstrate effective, efficient implementation of the supplier's work

**Scoring:** Ability to evaluate the work that has been undertaken, and/or contribute to and assist with the evaluation of their work

Evaluators will use the OASIS framework to score the submissions with each of the 5 elements being weighted as follows:

Objectives – 5%

Audience – 20%

Strategy – 25%

Implementation – 30%

Scoring – 10%

Pricing – 10%

The assessment will mark each supplier against each criteria, providing a numeric score between 1 – 100 for each criteria. At the end of the process a ranking will be created for each criteria and the appropriate number of suppliers accredited.

Each supplier that passes through stage 1 may therefore be accredited for a number of criteria between 0 and 10, depending on how many they apply for, the numeric score they receive for each, and the number of suppliers required by the client against each criteria.

### Pricing

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<sup>2</sup> The OASIS planning model is the GCS standard way of planning and delivering communications and applies across all communications disciplines. It has been widely communicated and has been available on the GCS website for several years <https://gcs.civilservice.gov.uk/guidance/campaigns/guide-to-campaign-planning-2/>



It has been agreed that quality will be weighted as 90% and price as 10%. The intention is to use job roles and rate cards much like the current frameworks.

The pricing can be evaluated easily and concurrently with the qualitative evaluation ready to feed into the overall results.

[See annex 1.](#)

## **RM3786 Communication Services**

The second framework, Communication Services, aims to appoint agencies capable of providing specific single services and products.

### Evaluating specialisms

The evaluation for these specialisms will mirror the evaluation process taking place for the specialist services in Campaign Solutions.

As above agencies will be invited submit a single page per category applied for, outlining their capability to provide these services as defined in the creative services definitions document. This document can be in a PDF format, and can be designed, laid out, and include any mix of text and imagery, as the supplier sees fit.

The assessment will mark each supplier against each category applied for, providing a numeric score between 1–100 for each. At the end of the process a ranking will be created for each category and the appropriate number of suppliers selected.

Suppliers are invited to apply to as many of the following categories as they like. These will be Lots in the new structure and will each be capped at the indicated numbers:

- Strategy development – 7
- Channel strategy and planning - 10
- Public relations - 15
- Direct marketing - 6
- Data strategy and management - 5
- Campaign delivery<sup>3</sup>
- Digital marketing and social media - 15
- Concept development - 10
- Creative and design - 10
- Production - 10
- Editorial - 10
- Events - 10
- Photography - 40
- Specialist consultancy services - 20

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<sup>3</sup> GCS want to clarify definition on this before providing number of agencies



### Scoring specialisms

As above suppliers will be assessed against the OASIS framework to get on to the Framework.

### Evaluation Process

We are committed to ensuring our marking of bids is as fair, transparent and efficient as possible. Our preferred approach is to take a number of highly experienced members of the GCS and wider public sector users of the framework, and place them in a large, supervised, room for two - three intensive marking sessions. These sessions would be invigilated by representatives of GLD, CCS. If acceptable to all parties members of key industry trade bodies would be invited to observe (but not participate). Assessors would be clearly warned before all breaks not to discuss the work they are reviewing.

Assessors would each be assigned to a specific specialist criteria. Bids will be reviewed according to the criteria they are applying for rather than whole agency batches. Assessors would be seated with others marking different criteria batches to further prevent collusion.

We believe that this is more transparent and less likely to prompt any collusion than having people simply marking appears in the office where the temptation to discuss with colleagues would be strong. It also eliminates any collusion by phone or email.

After bids were marked a panel of senior Directors of Communication, chaired by the Executive Director of Government communications and the Head of CCS would re-assess any bids that were on the boarder line and resolve any tie-break issues.

This scenario has a number of practical benefits:

- It will be easier to secure quality assessors from across the public sector
- The method has greater transparency and offers opportunity for independent observers
- It is faster and simpler than relying on a large group of people to do this in their own time around demanding workloads
- There is less room for human error
- It is more likely that bids will be marked in the correct time and that more care will be taken in the marking than if assessors are left to their own devices



Data Planning Director

ANNEX 1<sup>4</sup>

<b>BOARD LEVEL ROLES</b>
Chairman
President
CEO
COO
Managing Partner
Client Services Director
Board Account Director
Group Account Director
MD/Partner
Executive Creative Director
Executive Planning Director
Chief Strategy Officer

<b>SENIOR LEVEL ROLES</b>
Head of Data Strategy
Head of Traffic
Technical Director
Head of IA
Senior Analyst
Head of Design
Senior Producer (TV/Digital/Print/Events )
Senior Information Architect
Head of Social Media Strategy Director
Head of Planning
Head of Information Business Director
Creative Director
Art Director
Design Director
Media Director
Planning Director
Director Data Intelligence
Creative Services Director

<b>MID LEVEL ROLES</b>
Project Manager
Account Manager
Designer
Copywriter
Brand Strategist
Strategist
Account Planner
Communications Planner
Media Planner
Planning Manager
Studio Designer
Producer
Traffic Manager
TV Producer
Interface Designer
Information Architect
Editors
Community Managers
Content / Information Architect
Digital Designer
Digital/Web Producer
QA Tester / Manager
Test Manager
Graphics/Production Design
Technical Lead
Web Developer
Web Editor / Content Manager
UAX
Production Manager
Analytics/Insight Manager
Media Liaison Manager
Database Manager
Mobile App Developer
Social Media Manager
Planner
PR Consultant
Technical Developer
Creative Technologist

<b>JUNIOR LEVEL ROLES</b>
Account Executive
Analyst
Data Analyst
Data Planner
Data Consultant
Proof Reader
Typographer
Art worker
Art Buyer
TV Assistant
Account Executive
Analyst/researcher
Artistic talent, e.g. Photographer, model etc
IT Support
PR Assistant
Systems Administrator
TV Production Executive

<sup>4</sup> The roles outlined above have been pulled together based on the Management Information collected from the current frameworks and based on the 2016 AAR Pulse Report.