

# **RM3774 Campaign Solutions Framework**

## **Definition of Services required**

Operating across channels the Supplier(s) shall deliver innovative, tracked communications to educate, encourage direct response and attitudinal and behavioural change.

The Supplier may be required to manage multiple interfaces at Call Off level to ensure greater value and best results. This may include other government departments and/or Customer Representatives e.g. for each Call Off the supplier may deal with a different Contracting Body or Customer Representatives.

## **Part 1 – The following services are mandatory requirements for all suppliers**

### **1.1 Account Management**

The supplier will provide comprehensive account management services to the client. The supplier must be able to:

- Allocate specific named account teams for all projects
- Provide each client with a Board Account Director (or equivalent level) client lead as requested
- Provide dedicated account management resource as an when requested
- Be capable of providing initial responses to all briefs (when appointed to business) within 5 working days
- Provide responses to general client queries within 24 hours
- Have a clear and straightforward escalation process in place for the following
  - Customers
  - Sub-Contractors
  - Internal process
- Ensure that regular periodical review meetings take place
- Provide detailed, accurate and timely invoicing of all costs

### **1.2 Reporting and Analysis**

The supplier will be capable of providing reporting and analysis on all aspects of the services being provided to the client, including:

- Provide expert advice on the advantages and/or disadvantages of each option proposed in light of the type of campaign being planned, or where so requested
- Provide management information detailing work carried out by the supplier on the basis of the billable hours
- Campaign related reporting as specified, to include measures on effectiveness and efficiency
- Evaluation and reporting to demonstrate return on investment.

### **1.3 Evaluation and Measurement**

The supplier will be capable of providing evaluation and measurement of campaign performance, including:

- Recording, measuring and reporting of supplier outputs relevant to the campaign
- Recommending and overseeing the measurement of intermediate outcomes (proxy measures) as guide to campaign performance (potentially in collaboration with a third party supplier)
- Collaborating with other suppliers to devise, contribute to and provide data for final campaign outcome evaluation, potentially through econometric techniques
- Being able to adjust campaign activities in flight to take account of ongoing evaluation and measurement result
- Providing the client with detailed post-campaign evaluation reports in both written and presentation form

### **Part 2 – Specialist Services**

Agencies which do not meet 100% of the core requirements will not be evaluated against the specialist criteria. Agencies may apply to be validated against one or more specialist services. The specialist services will be:

#### **2.1 Direct Marketing**

The supplier will be capable of providing all aspects of Direct Marketing Services, developing, creating and executing online and offline direct marketing campaigns. The supplier must be able to provide:

- DM campaign planning
- Customer journey mapping (including relevant trends)
- Creative development (online and offline)
- Content creation
- Field and experiential marketing (strategic and tactical projects)
- Data strategy and management
- Developing data strategies
- Data capture. Database build and management (data warehousing / CRM/ eCRM system build / Database interrogation)
- Data management and data analysis (profiling / segmentation / predictive modelling / data mining / data cleansing / address management / management / maintenance of mailing lists including the development / manage permission controls)
- Ability to sell and buy accurate mailing lists
- Inbound and outbound mail

- Email build. Inbound and outbound email broadcast. Design of emails
- Short Message Service (SMS)/ Multimedia Messaging Service (MMS) email marketing
- Fulfilment Services. The Supplier(s) may be required to offer fulfilment services to provide an entire campaign on behalf of the client.

## **2.2 Digital Marketing and Social Media**

The supplier will be capable of providing innovative, relevant digital marketing services to create and implement customised multi-platform digital marketing programmes. In addition to the creation of campaigns, the supplier shall be capable of managing all aspects of production for all digital platforms.

The supplier will be able to provide:

- Digital consultancy
- Web design, development and build
- Content creation and management (including Information Architecture)
- Digital Advertising (standard, rich media, video and mobile)
- Message Service (SMS)/ Multimedia Messaging Service (MMS)
- Search Engine Optimisation (SEO) (including strategy)
- Usability testing
- Social media execution/implementation
- Viral marketing
- Electronic Customer Relationship Management (eCRM)/ loyalty Interactive content and solutions

## **2.3 Public Relations**

The supplier will be capable of providing Public Relations (PR) expertise for campaigns directed at a wide variety of audience groups (including external and internal stakeholders), from SMEs and large businesses to families and hard to reach consumer groups.

The supplier will be able to provide:

- The development of PR themes, strategies, plans and tactics across relevant campaigns
- The implementation of campaign PR activity, online and offline (uniquely or in conjunction with other Suppliers working on the same campaign)
- Message definition and articulation
- Press release writing and distribution

- Content development/management (seeding & syndication, blogging, social networks, video-sharing, forums)
- User communities – build, manage, and respond
- Reputation management (listening, monitoring)
- Crisis planning and communications
- Management of key opinion leaders/opinion-formers
- Management of interaction with relevant journalists and media channels

## **2.4 Creative for Advertising**

The supplier will be able to produce creative work for all potential advertising and campaigning channels. This will include both “Big Idea” creation, and creation of the full range of marketing collateral, for the purposes of public information, brand awareness building and attitudinal and behavioural change.

The supplier will be able to provide:

- Creative direction and management to ensure solution returns on brief
- The development of creative propositions, inclusive of relevant research
- Development of campaign strategy, identity, core messages and values
- Management of an end to end process through creative ideas, pre-production, production and play-out

## **2.5 Production**

The supplier will have in-house capability to convert ideas into tangible assets (i.e. campaign production), specifically the supply and delivery of any relevant combination of the following:

- Moving picture (TV, Cinema, viral etc.) – including both large and small scale production requirements (from TV commercials to talking head videos)
- Sound – including both large and small scale production requirements (from high production value radio to Podcasts)
- Out-of-home advertising
- Photography – including both large and small scale production requirements (from glossy magazine shots to head shots)
- Stock imagery
- Digital media - advertising (rich media, video, mobile & standard)
- Other channels where appropriate and as required

## **2.6 Partnership Marketing**

The supplier will be capable of proactively identifying potential new partnerships and the subsequent, recruitment, negotiation, development of relationships to maximise ROI. This is to include sponsorship, media partnership, AFP, TV/Radio

Services will include:

- Management of one-off partner programmes, including high profile partners (individuals and institutions)
- Management of bespoke or highly technical partnership programmes
- Implementation and leveraging partner activity
- Designing and managing partner acquisition and retention programmes
- Working with media owners to generate content and programming for mutual benefit.
- Sponsorship consultancy and strategy development
- Implementation and communication of sponsorship activity

## **2.7 Design & Branding**

The supplier will be able to provide a full design and brand service across both large and small projects. Services will include:

- Creative direction and management to ensure solution returns on brief
- Developing design concepts suitable across all media channels
- Management of necessary of specialists, e.g. photographer, talent
- Typesetting, proofing and pagination
- Developing brand propositions, inclusive of relevant research
- Designing brand identity, including logo, core messages, IPR and trade-marking
- Establishing and managing brand values
- Developing/producing multi-channel brand guidelines
- Management of brand libraries

## **2.8 Strategy Development**

The supplier will be capable of advising the client in order to develop comprehensive communications strategy, across all areas of Government business. This will include:

- Provision of detailed reports and recommendations
- Marketing audits, competitor and context analysis
- Target audience identification and analysis
- Trend forecasting
- Behavioural analysis and modelling, including social psychology and neuroscience
- Insight generation
- Strategic planning of content/messaging (not to include media/channel planning)
- Stakeholder analysis, mapping and strategy

## **2.9 Channel Planning**

The supplier will be capable of translating communications strategy into actionable, effective, cost efficient and measurable communications channel plans across all relevant channels, including online, offline, owned and earned, as well as paid-for. This includes:

- Providing detailed media recommendations
- Building audience models using client and industry data
- Using data and analytics to justify investment decisions
- Developing channel recommendations in light of both audience data and creative content fit with channel
- Briefing our media buying partner to the standard GCS format
- Enabling government departments to sponsor and promote content beyond traditional bought media across a number of channels such as TV, radio, press, events (e.g. arts, sports, awards) and digital platforms

## **2.10 Events Management**

The supplier will be able to propose, design and deliver a full range of events including conferences, exhibitions, roadshows etc. Services will include:

- Event production (technical services)
- Event, exhibition and conference design & production, including
  - stage and stand design,
  - build and installation
- Event media build services
- Management of paying events, including financial reconciliation
- Project planning and management including budgetary management
- Provision of delegate acquisition and delegate management services
- Provision of on-site resource to manage and co-ordinate events
- Venue sourcing, contracting and management