

RM3796 Communication Services Framework

Definition of Services required

Within the specific channel/service, the Supplier(s) shall deliver tailored communications services and products to meet the client's specifications. This Framework can be used for all types of communications activity but would typically be used for projects with shorter timeframes and more specific deliverables than the Campaign Solutions Framework. Suppliers are welcome to bid to sit on both Frameworks.

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.

The client strongly welcomes applications from a geographically diverse range of potential suppliers.

Suppliers may apply to be registered as a supplier for one or more of the following service categories:

1.1 Strategy Development

The supplier will be capable of producing comprehensive communications strategy products, 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

1.2 Channel Planning

The supplier will be capable of translating communications strategy into, and producing, 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

1.3 Public Relations

The supplier will be capable of providing Public Relations services and products either as a sole service element or bringing together different elements into one service.

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

1.4 Direct Marketing Services & Products

The supplier will be capable of providing all aspects of Direct Marketing Services and Products, developing, creating and executing all elements of 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)
- 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.

1.5 Data strategy and management

The supplier will be capable of providing data services covering the following:

- 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)
- Production and management of asset libraries

1.6 Campaign Delivery

The supplier will be able to offer integrated campaign management and delivery for smaller scale campaigns, both directly as a sole supplier and working on behalf of the client to project manage a group of suppliers. The supplier will be able to provide:

- Account management across multi-channel campaigns
- Client reporting and management information
- Campaign effectiveness measurement

1.7 Digital Marketing and Social Media

The supplier will be capable of providing digital marketing services and products both as sole services/products and to integrate with wider campaigns. In addition to the creation of specific products, the supplier shall be capable of managing all aspects of production for all digital platforms.

The supplier will be able to provide:

- 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)
- Usability testing
- Social media execution/implementation
- Viral marketing
- Electronic Customer Relationship Management (eCRM)/ loyalty Interactive content and solutions

1.8 Concept Development

The supplier will be able to produce concepts and communications propositions across all channel options, developing and testing new communications ideas prior to production.

The supplier will be able to provide:

- The development of creative propositions, inclusive of relevant research
- Creative development across both art and copy
- Development of identities, core messages and values

1.9 Creative & Design

The supplier will be able to provide a full design service across all types of project. Services will include:

- Creative direction and management to ensure solution returns on brief
- Developing design concepts suitable across all media channels
- Typesetting, proofing and pagination
- Liaison with printers/print managers
- Developing brand propositions, inclusive of relevant research
- Designing brand identity, including logo, core messages, IPR and trade-marking
- Defining brand values
- Developing/producing multi-channel brand guidelines

1.10 Production

The supplier will be able to offer development and production services for smaller scale creative products (i.e. not major advertising campaigns) on a stand alone basis. Suppliers are invited to bid based on capability to produce one or more of the following:

- Moving picture - video – including promotional films, online (viral) content, interviews etc
- Sound – including producing radio fillers, podcasts, editorial for broadcast
- Out-of-home advertising
- Stock imagery - sourcing
- Digital media - advertising (rich media, video, mobile & standard)
- Other channels where appropriate and as required

1.11 Editorial

The supplier will be capable of providing a wide range of editorial services across multiple media, including:

- Copywriting for advertising
- Copy production for leaflets, booklets, annual reports etc
- Copy checking
- Writing for specialist audiences (e.g. technical writing)

1.12 Events

The supplier will be able to deliver a wide range of events services from event management to supply of event equipment etc. Services will include:

- Event production (technical services)
- Event, exhibition and conference design & production, including but not limited to:
 - stage and stand design,
 - build and installation
 - display stands & similar equipment
- 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
- Design and installation of AV systems for events of varying sizes
- Management of AV systems for events of varying sizes
- Provision of laptops, tablet computers, touch screen style devices
- Portable display stands and similar equipment

1.13 Photography

The client wishes to develop a network of photography suppliers capable of operating across all parts of the UK. Suppliers should be able to provide a wide range of photography services across one or more of the nations or regions of the UK (e.g. operating across Scotland, or across Yorkshire & Humber). The supplier will be able to provide photography services covering:

- Creative photography for advertising and print
- Portraiture
- Photography of official visits and events (including VIP events)
- Photography to create an official record
- Photography of large scale infrastructure, including aerial photography when appropriate

1.14 Specialist consultancy services

The supplier wishes to be able to access specialist advice and consultancy across a wide range of communications areas. Suppliers able to offer new and innovative ideas and consultancy on subjects including (but not limited to) the following are invited to apply:

- Thought leadership
- Behavioural science
- Neuroscience
- Audience specialists (e.g. BME, children/youth etc)
- International marketing and country branding

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