



Comms Marketplace Customer Workshop

April 21



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Commercial
Service

Purpose

1. Current model
2. Replacement models
3. Timelines
4. Overview of Comms Marketplace DPS
5. Review of filters



Current model

Campaign Solutions

- 26 suppliers
- Framework agreements
- All agencies have ability to deliver services to run end to end marketing campaigns

Communication Services

- 59 agencies
- Framework agreement
- Split into 11 lots which provide specialised marketing communications support.

Specialist consultancy services; Events; Channel strategy and planning; Public Relations (specialist and regional); Proposition development; Creative development and delivery; Digital marketing and social media; Data Strategy and Management; Production; Editorial; International

New model - Campaign Solutions 2

Lot Name	Scope
1 - End to End Campaign Solutions (12 agencies)	Agency(s) with the strategic and creative excellence to provide an end to end solution, vision and domestic and international connections to establish, contract and manage the right team at the right stage of the campaign lifecycle.
2 - Media Strategy and Planning (6 agencies)	Capability in understanding how Paid, Owned and Earned solutions are best able to support the delivery of specific and overall Programme and campaign outcomes.
3 - Content Versioning & Distribution (1 agency)	Able to manage all fulfilment requirements across HMG - Translation, Transcreation, Versioning services, all Playout & Distribution of assets to media across HMG, as well as delivering lower value adding creative tasks.
4 - Stock Imagery, footage and sound (1 agency)	Provision of stock imagery, footage and sound in a way that leverages HMG scale and eliminates risks of usage rights infringement.
5 - Events (6 agencies)	Development and delivery of major events - including production, event management.

New scope

**Existing scope -
Comms Services**

**Existing scope -
Campaign Solutions**



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New model - Communications Marketplace

- Dynamic Purchasing System (DPS) model
- Agencies can join at any time
- Increased agility
- Flexible access to talent
- SME friendly lower barriers to entry
- Broadened scope to meet customer requirements

Timeline - Communications Marketplace

Activity	Milestone
Further market engagement and requirement gathering	Mar - July 20
Consultation on proposed agency model	Dec - Jan 21
Define filters and scope	Jan - Apr 21
Marketplace build	Apr - June 21
Agency invitation	Aug 21
Agency registration	Aug onwards
Go Live	Sep 21

Comms Marketplace Filters

Services

Audience

Outcome

**Location
for delivery**

Comms Marketplace Sub -Filters

Services

- Creative Development, Support & Execution
 - Events
 - Production
 - Experiential
 - PR
 - Social Marketing & Emerging Channels
 - Campaign Coordination
 - Marketing Strategic Advice
- Marketing and Advertising Technology Advice
 - Data Science
 - In-house Agency Capability
 - 3rd Party Data provision and augmentation
 - Recruitment Advertising
 - Partnerships
 - Sponsorships
 - Direct Marketing

Audience

- Socio-economic
- Specialist Groups
- Sector

Outcome

- Recruitment
- Raise awareness
- Behaviour change
- Action

Location for delivery

- UK
- EMEA
- APAC
- Americas

Power to your **procurement**



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