



Crown
Commercial
Service

NO BIN IN
FASHION



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doesn't let
a mate
drink drive**

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Your guide to buying Marketing, Communication and Research Services through CCS

- flexibility and choice
- innovative approach
- leading industry expertise
- competitive rates
- SME agencies

Our agreements

Our agreements cover the whole marketing and communications journey from research, insight and planning through to developing and delivering campaigns. Our offering also includes events, media buying, auditing and analysis and monitoring and evaluation. You can access a wide range of agencies with specialist expertise to help you deliver public service information and campaigns on a regional, national, international and basis. The agreements can be used by central government, local government and public sector organisations such as charities and education providers.

You can use any of the frameworks at any stage of your requirement.
The diagram is to illustrate a communications lifecycle only.



Our agreements

Inform action and build knowledge

Research Marketplace RM6018

Covers social, economic and market research services. Use filters to shortlist suppliers by:

- Subject area
- Research method
- Specific participation group
- Research location

Multi-supplier dynamic purchasing system

Wide range of suppliers of all sizes and specialist expertise

Quicker process for new suppliers to join at any time

Access via call off competition only

Ends 15/02/2022

Understand your audience

Behavioural Insights RM6004

Wide range of applied behavioural insights services to inform policy and service design by using behaviour change

- Policy analysis, development and advice
- Service insight, design, delivery and organisational reform
- Design, implementation, evaluation and reporting of trials
- Capability building including training

Single lot, 6 suppliers (2 SMEs)

Wide range of applied behavioural insights services to inform policy and service design

Facilitates an innovative approach to decision making

Access via further competition only

Ends 04/02/2022

Design a solution

Campaign Solutions RM3774

All the services you need to run marketing campaigns from start to finish

- Strategy development
- Creative for campaigns
- Digital marketing and social media
- Public relations
- Direct marketing
- Partnership marketing

Single lot, 26 agencies (14 SMEs)

Agencies design, plan and execute campaigns from end-to-end all under one contract

UK and overseas campaigns

Number of stages in the call-off process to filter to your requirement

Access via further competition only

Ends 15/12/2021

Use Communication Services to support campaigns or on a standalone basis

Communication Services RM3796

Provides niche or specialised marketing communications support. You can choose an agency on a standalone basis or to support an integrated campaign.

- Lot 1** - Specialist Consultancy Services
- Lot 2** - Events (including virtual/hybrid events)
- Lot 3** - Channel Strategy and Planning
- Lot 4** - Public Relations (Specialist and Regional)
- Lot 5** - Proposition Development
- Lot 6** - Creative Development and Delivery
- Lot 7** - Digital Marketing and Social Media
- Lot 8** - Data Strategy and Management
- Lot 9** - Production
- Lot 10** - Editorial
- Lot 11** - International

11 Lots, 59 agencies (41 SMEs, 7 micro organisations)

Designed for more tactical or niche marketing and communications requirements

Can support Campaign Solutions contracts

Access via further competition only (with the exception of hybrid and virtual events on Lot 2 which can be accessed via direct award up to £30k)

Ends 15/01/2022

Buy media space for your campaign

Media Buying RM6003

Single agency who have set up a media team to buy across all off- and online channels in the UK and overseas.

- TV
- Radio
- Cinema
- Press
- Out-of-home (including ambient)
- Digital
- Partnerships
- Sponsorship
- Lots more

Single agency, Manning Gottlieb OMD. Focus on quality, transparency, viewability & brand safety

Access by completing the CCS briefing template and requesting a quote directly from the agency

Ends 21/05/2022

Communication Performance Audit and Analysis RM6135

Provides all the services needed to improve campaign outcomes by increasing value across all paid communication activities, establishes best practice, identifies inefficiencies, and improves behaviours.

Lot 1 - Contract and Pricing Compliance

Lot 2 - Effectiveness and Outcomes

Lot 3 - Ecosystem Strategic Advice and Support

3 Lots, 5 agencies (3 SMEs)

Review total campaign spend, or specific elements

Measure performance in real-time

Assess existing marketing contracts including those not through a CCS framework

Lot 1 and 2 by direct award, Lot 3 by further competition

Ends 08/03/2023 (option for one year extension)

Monitor and analyse your media coverage

Media Monitoring and Associated Services RM6134

Allows you to:

- Monitor, analyse and evaluate media coverage (print, broadcast, online, digital and social media)
- Evaluate communication campaigns
- Optional services include databases, automated evaluation and analysis, parliamentary monitoring and social media monitoring tool

Access a range of media monitoring and associated services (including automated evaluation, forward planning and media contact databases and parliamentary monitoring) in one place

A range of suppliers with a broad range of experience, expertise and commitment to quality

Manage emerging news stories quickly and effectively based on keywords and topics

Single lot, 5 agencies

Access via further competition, or direct award value is up to £20k per annum

Ends 31/05/2022 (option for two year extension)



Central government customers spending over £100k must seek [Professional Assurance Approval](#). Other public sector organisations should obtain relevant internal approval before using the Media Buying, Campaign Solutions and Communications Services frameworks and procuring campaign related activities through the Research Marketplace. The customer guidance notes can be found on each framework's [webpage](#).

Government bodies using the Campaign Solutions, Communication Services, Media Buying and Media Monitoring frameworks are required to pay the Government Communication Service (GCS) levy. This is 1% of the total net contract value.

Further details are available in the respective Customer Guidance Notes.

Contact us

For further information in relation to your brief and general advice about using Crown Commercial Service marketing and research frameworks please contact our Customer Service Centre:

0345 410 2222

info@crowncommercial.gov.uk

www.crowncommercial.gov.uk

 [@gov_procurement](https://twitter.com/gov_procurement)

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