



Your guide to buying Marketing Communication and Research Services through CCS

flexibility
and choice

innovative
approach

leading
industry
expertise

competitive
rates

SME
agencies

www.great.gov.uk

*Shaun the Sheep
From oscar-winning
Aardman Animations*

CREATIVITY IS GREAT

BRITAIN & NORTHERN IRELAND

With an Oscar-winning stop-motion animation industry and generous tax-relief for investors, choose the UK for your next production.

Our frameworks

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

Research Marketplace

Multi-supplier dynamic purchasing system
Good range of suppliers of all sizes and specialist expertise
Flexible approach for customers and suppliers
New research suppliers can join at any time
Access via call off competition only
Ends 15/02/2022

understand your audience

Behavioural Insights

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 04/02/2021

Design a Solution

Campaign Solutions

Single lot - 27 agencies (14 SMEs)
Agencies design, plan and execute campaigns from end-to-end all under one contract
Number of stages in the call-off process to filter to your requirement
Access via further competition only
Ends 15/12/2020

Use Comms Services to support campaigns or on a standalone basis

Research Marketplace

Covers social, economic and market research services.

Filtering system to identify appropriate suppliers by:

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

Behavioural Insights

- Policy analysis, development and advice
- Service insight, design, delivery and organisational reform

Campaign Solutions

Single lot with agencies covering:

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

Communication Services

65 agencies over 11 lots (48 SMEs)

Designed for more tactical or niche marketing and communications requirements

Can support Campaign Solutions contracts

Access via further competition only

Ends 15/01/2021

(option for two year extension)

Buy media space for your campaign

Media Buying

Single agency, Manning Gottlieb OMD

Buying media space in all online and offline channels, domestic and international

Access by requesting quote directly from agency

Ends 21/05/2022

Audit media space

Media Auditing

Single agency, Ebiquity

Full audit of media bought through media buying framework

Access by requesting quote directly from Ebiquity

Ends 22/12/2019

Monitor your media coverage

Media Monitoring

7 agencies over two lots

Monitor, analyse and evaluate selected media coverage in press, online, broadcast and social media

Includes Social Media Monitoring tool

Access via further competition or direct award (if value is upto £20k per annum)

Ends 31/05/2022

Communication Services

Lot 1 - Specialist Consultancy Services

Lot 2 - 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

Media Buying

Single lot with single agency, covering:

- TV
- Radio
- Cinema
- Press space
- Out-of-home (including ambient)
- Digital

and lots more

Media Auditing

Single lot with single supplier covering:

- TV
- Radio
- Cinema
- Press space
- Out-of-home
- Digital display

Plus, UK and international auditing

Media Monitoring

Lot 1 – Media Monitoring, Analysis, Evaluation and Related Services

Lot 2 – Self-service Social Media Monitoring and Analysis Tool

You can use any of the frameworks at any stage of your requirement.

The diagram above is to illustrate a communications lifecycle only.




Central government customers spending over £100k must seek [Professional Assurance Approval](#) for. 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](#).


There is a 1% management charge for central government customers using the Campaign Solutions, Communication Services and Media Monitoring frameworks and a 1.5% charge for all customers using the Media Buying framework.

Further details are available in the respective customer guidance notes.



We're here to help

For further information in relation to your brief and general advice about using Crown Commercial Service frameworks please contact our customer service centre:

 info@crowncommercial.gov.uk

 0345 410 2222

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