

RM3774 Campaign Solutions - Scope

1. Scope

- 1.1. Agencies are able to deliver Services throughout the United Kingdom and international locations.
- 1.2. Agencies are able to offer coverage on an international basis, including campaign solutions planning as required, in addition to the implementation of campaign solutions.
- 1.3. For each Call-Off under this [Framework Agreement](#) the client will define the Brief in accordance with the Call-Off Process, which is in Section 3 of the [Framework Agreement](#).
- 1.4. The Agency shall ensure all Sub-Contracting arrangements comply with Section 12 of the [Framework Agreement](#).

2. Specialist services provided

Agencies will provide services in all of the specialist services below, either in-house or through sub-contracting to other agencies.

The services listed below are examples of the types of services provided. This is not an exhaustive list.

2.1 Strategy development:

- a) provision of detailed reports and recommendations
- b) marketing audits, competitor and context analysis
- c) target audience identification and analysis
- d) trend forecasting
- e) behavioural analysis and modelling, including social psychology and neuroscience
- f) insight generation
- g) strategic planning of content/messaging (not to include media/channel planning)
- h) stakeholder analysis, mapping and strategy.

2.2 Creative for campaigns:

- a) creative direction and management
- b) the development of creative propositions, inclusive of relevant research

- c) development of campaign strategy, identity, core messages and values
- d) management of an end to end process through creative ideas, pre-production, production and play-out.

2.3 Digital marketing and social media:

- a) digital consultancy
- b) web design, development and build
- c) content creation and management (including information architecture)
- d) digital advertising:
 - standard-rich media
 - video
 - mobile
- e) Short Message Service (SMS) / Multimedia Messaging Service (MMS))
- f) Search Engine Optimisation (SEO) (including strategy)
- g) usability testing
- h) social media execution/implementation
- i) viral marketing
- j) Electronic Customer Relationship Management (eCRM) / loyalty Interactive content and solutions.

2.4 Public relations:

- a) the development of public relations themes, strategies, plans and tactics across relevant campaigns
- b) the implementation of campaign public relations activity, online and offline (uniquely or in conjunction with other organisations working on the same campaign)
- c) message definition and articulation
- d) press release writing and distribution
- e) content development/management (seeding & syndication, blogging, social networks, video-sharing, forums)
- f) user communities – build, manage, and respond
- g) reputation management (listening, monitoring)
- h) crisis planning and communications
- i) management of key opinion leaders/opinion-formers

- j) management of interaction with relevant journalists and media channels.

2.5 Direct marketing:

- a) direct marketing campaign planning
- b) customer journey mapping (including relevant trends)
- c) creative development (online & offline)
- d) content creation
- e) field and experiential marketing (strategic & tactical)
- f) data strategy and management
- g) data capture & database build and management:
 - data warehousing
 - Customer Relationship Management (CRM)
 - electronic Customer Relationship Management (eCRM)
 - system build
 - database interrogation
- h) 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
- i) ability to sell and buy accurate mailing lists
- j) inbound and outbound mail
- k) email build
- l) inbound and outbound email broadcast
- m) design of emails
- n) Short Message Service (SMS) and Multimedia Messaging Service (MMS) email marketing
- o) fulfilment services. The Agency may be required to offer fulfilment services to provide an entire campaign on behalf of the Client.

2.6 Partnership marketing:

- a) management of one-off partner programmes, including high profile partners (individuals and institutions)
- b) management of bespoke or highly technical partnership programmes
- c) implementation and leveraging partner activity
- d) designing and managing partner acquisition and retention programmes
- e) working with media owners to generate content and programming for mutual benefit
- f) sponsorship consultancy and strategy development
- g) implementation and communication of sponsorship activity.