

## RM3796 lot overview

### Lot 1: Specialist consultancy services

Agencies and specialists are able to offer new and innovative communications ideas and consultancy on subjects including (but not limited to) :

- thought leadership
- behavioural science - attitudinal and behavioural change among hard to reach and hard to influence audiences
- Neuroscience
- infrastructure and development
- audience specialists (e.g. niche and hard to reach audiences such as youth, regional, Black and Minority ethnic, etc)
- specialist sectors including education, transport and public health
- international marketing and country branding

### Lot 2: Events

Agencies are able to deliver a wide range of events services from strategic and tactical event programme management to supply of event equipment. This may include, but is not limited to:

- strategic event programme design and management
- management of and liaison with VIP
- management of foreign dignitaries
- delivery and support for UK and international State visits
- management of mobile exhibition units, including at high profile events
- development of event content
- event production (including all technical services)
- Roadshows
- Seminars
- event, exhibition and conference design & production, including but not limited to:
  - stage and exhibition stand design and production
  - build and installation
- display stands and similar equipment
- event media build services
- project planning and management
- management of paying events, including financial reconciliation
- budgetary management
- delegate acquisition and delegate management services
- provision of on-site resource to manage and co-ordinate events
- venue sourcing, contracting and management.
- security, translation/transcription and host broadcasting services
- customer relationship management (CRM)
- sponsorship activation and management
- risk management
- processing of grant payments
- design and installation of audio visual systems for events of varying sizes

- management of audio visual systems for events of varying sizes
- provision of laptops, tablet computers, touch screen style devices, portable display stands and similar equipment
- international events (including but not limited to all services above)

The Public Sector Travel and Venue Solutions (RM6016) agreement can be used for sourcing venues and low-level event support. However, event management should be routed through Communications Services, events lot 2.

### **Lot 3: Channel strategy and planning**

Agencies are 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 may include, but is not limited to:

- 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 Government Communication Service 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

### **Lot 4: Public relations (Specialist and regions)**

Agencies are capable of providing public relations services and products either as a sole service element or bringing together different elements into one sustained campaigning approach. These service may be required on a regional or specialist basis. This may include, but is not limited to:

- the development of public relations themes, strategies, plans and tactics across relevant campaigns
- regional or specific sector or specific audience insight and expertise
- the implementation of campaign public relations activity, online and offline (uniquely or in conjunction with other Agencies working on the same campaign)
- message definition and articulation
- press release writing and distribution
- content development/management:
  - seeding and syndication
  - blogging
  - social networks
  - video-sharing
  - forums
- user communities
  - build
  - manage
  - 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

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## **Lot 5: Proposition development**

Agencies are able to produce concepts and communications propositions across all channel options, developing and testing new communications ideas prior to production. This may include, but is not limited to:

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

## **Lot 6: Creative Development and Delivery**

Agencies are able to provide a full design service across all types of project. This may include, but is not limited to:

- creative direction and management
- developing design concepts suitable across all media channels
- developing brand propositions, inclusive of relevant research
- designing brand identity including:
  - logo
  - core messages
  - Intellectual Property Rights
  - trademarking
- defining brand values
- developing/producing multi-channel brand guidelines
- typesetting, proofing and pagination
- liaison with printers/print managers

## **Lot 7: Digital marketing and social media (specialist and regions)**

Agencies are 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 Agency shall be capable of managing all aspects of production for all digital platforms. This may include, but is not limited to:

- web design, development and build
- content creation and management (including Information Architecture)
- digital advertising
  - Standard
  - rich media
  - video
  - mobile
- Short 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

## Lot 8: Data strategy and management

Agencies are capable of providing data services. This may include, but is not limited to:

- Data strategy development
  - Data planning
  - Data collection strategy
  - Customer engagement planning
  - Segmentation modelling
  - Compliance and best practice
- Database development
  - Database design and build
  - Single customer view development
  - Data capture (secure api build and manual data capture services)
  - Data security compliance
- Database management
  - Workflow management
  - Database cleansing
  - Address management
  - Permissions management
- Data analytics and modelling
  - Data insight
  - Profiling
  - Build predictive models
- Campaign Management
  - Planning and implementation of multi-channel CRM programmes
  - Reporting

## Lot 9: Production

Agencies are able to offer development and production services on a standalone basis. Agencies are invited to bid based on capability to produce one or more of the following:

- moving picture and video (TV, cinema, viral etc) – including:
  - promotional films, online (viral) content, interviews
  - large and small scale production requirements (from TV commercials to talking heads)
- sound – including:
  - producing radio fillers, podcasts, editorial for broadcast
  - large and small scale production requirements (from high production value radio to podcasts)
- out-of-home advertising
- stock imagery - sourcing
- digital media - advertising
  - rich media 6
  - video
  - mobile and standard
- other channels where appropriate and as required
- animation and motion graphics

## **Lot 10: Editorial**

Agencies are capable of providing a wide range of editorial services across multiple media; this may include, but is not limited to:

- copywriting for advertising
- copy production for leaflets, booklets, annual reports and other related items
- copy checking
- technical writing for specialist audiences

## **Lot 11: International**

Agencies are able to deliver communications campaigns overseas, including in major economic markets and areas where the media landscape is limited or nonexistent. Sectors may include, but not be limited to trade, inward investment, education, tourism and public diplomacy. Services may include, but are not limited to those services listed above under the following lots:

- Lot 2: Events
- Lot 4: Public relations (On an international rather than domestic basis)
- Lot 5: Proposition development
- Lot 6: Creative development and delivery
- Lot 7: Digital marketing and social media (On an international rather than domestic basis)
- Lot 10: Editorial