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Campaign Solutions and Communication Services Framework Renewals

CCS Webinar FAQ

Last updated 4 January 2021

Scope

1. **Will the Communications Marketplace include services for brand agencies or is it limited to creative agencies only?**

The scope of the Communications Marketplace will include services for all types of agencies according to the different specialisms.

2. **For Lot 1 on Campaign Solutions 2, are customers able to use this model if they want to work with a smaller creative agency or is this agreement purely to work with a large agency where they pull in all other agencies to deliver?**

The size of the agency does not matter, as long as they are able to fulfil the requirements of the scope of Lot 1.

3. **Would the Lot 4 content versioning and distribution cover production of assets, translation, transcreation, does this also include copywriting?**

The scope will include translation, transcreation, versioning services, playout & distribution of assets and delivery of lower value creative tasks. Copywriting is to be confirmed.

4. **What is the difference between the Campaign Coordination Service in the Communications Marketplace and the End to End Campaign Solutions Lot on Campaign Solutions 2?**

The Campaign Coordination Service on Communications Marketplace is for strategic support in managing and coordinating one or more client agency relationships to drive best campaign outcomes.

End to End Campaign Solutions will provide strategic and creative support to deliver a full end to end solution establishing and managing client contracts to drive campaign outcomes.

5. **On Communications Marketplace, I did not see anything that described marketing strategy (insight, consumer planning, proposition development, behaviour change), Where will this fit?**



This will sit on Campaign Solutions 2 via Lot 1 - "End to End Campaign Solutions", Lot 3 - "Communications Strategy and Planning" and within the Communications Marketplace. Communications Marketplace scope is yet to be fully defined and will be shared in the due course.

6. If a client wants one planning & buying agency, is this possible?

From our extensive engagement, we recognise that some Clients require a joined up media planning and buying solutions, whilst others prefer to keep it separate.

If throughout the cycle of the Media Buying and the Campaign Solutions 2 framework agreements there is the same agency/holding group agency on both Media Buying and Lot 3 Communications Strategy and Planning (Campaign Solutions 2), we will allow for direct award on Lot 3 Communications Strategy and Planning to enable a joined up approach for media planning and buying.

There is no guarantee that each of the framework agreements / lots will have the same agency/agency holding group. This will be determined at the framework tender stage through a fair, open and transparent competition in line with procurement legislation.

Campaign Solutions 2 will be evaluated and awarded before Media Buying and the outcome of one will not affect the other.

7. Regarding end-to-end campaigns, you mentioned that there was previously a gap in terms of agencies providing international expertise. Could you please elaborate as to what sort of international experience you would ideally be looking for in the upcoming tender phase?

We will be looking for agencies to have the capability of delivering international campaigns through deep, specialist, in-market expertise. This can be via the agency's own in-house capability, or via their relationships within international markets.

8. Is it your intention that Communications Marketplace will only be for SMEs or will large agencies be permitted to sign up?

Agencies of all sizes are permitted to join both Campaign Solutions 2 and Communications Marketplace. Our intention is to provide access to the best creative expertise and agency talent to deliver the best outcome outcomes.



- 9. As agencies engaged with Statute of Limitations (Sols) and Members of Parliament (MP) evolve their services, can they be added to the agency list?**

Communications Marketplace allows agencies to register to join throughout the duration of the agreement.

- 10. Will there be a specific area on these agreements for Exhibition design and build?**

Yes, this will be included within Lot 3 - Major Events on Campaign Solutions 2 and within the events service on the Communications Marketplace.

Further Competition and Procurements

11. What is the mini competition process for Communications Marketplace?

Clients will use the filters on the Marketplace to identify suitable agencies to deliver their requirements. Following on from this, the client will run a further competition process where all agencies on their shortlist will be invited to compete. Agencies will be evaluated against a quality and price submission.

12. Will consortiums be seen the same as single agencies?

Yes consortium bids will be evaluated in exactly the same way as sole agency bids.

13. Are Government departments still mandated to use CCS Framework?

There is not an official mandate for the Government to use CCS framework agreements, however Central Government Departments are encouraged to use the agreements where requirements are in scope.

CCS agreements are also open to and used by Wider Public Sector clients including charities, education, health, local government and devolved administrations.

14. What is the tender process for the Communications Marketplace?

In order to be appointed to the DPS, agencies will need to go through an assurance process to ensure they can deliver the services they register themselves against. This assurance process is still being fully defined.

15. Once live, can extra filters be added to the Communications Marketplace?

Yes, CCS can add filters to the Marketplace throughout the duration of the agreement where deemed appropriate.

16. For the new Campaign Solutions 2 framework, will the agencies bid and qualify specifically to the Lot they go for, or is there a requirement to qualify to all Lots?

The agencies will bid for a specific Lot.

17. Will the Campaign Solutions 2 framework be open to a consortium of SMEs?

Yes, it will be open to bids from consortium of agencies of all sizes. The id will be evaluated on how they will meet the full scope of requirements.

18. Will all Lots on the Campaign Solutions 2 framework be receiving all briefs for that framework or only those within the allocated Lot?

Only the agencies who are awarded on a specific Lot will receive the client's brief for that specific Lot.

19. What is the tender process and timelines for Campaign Solutions 2?

Timelines can be found within the deck we have shared. In line with procurement regulations, the tender process will be an open procedure competition where agencies will be evaluated against a written quality and pricing submission. Evaluation criteria will be shared with the bid pack.

20. Will clients be obliged to run a mini competition via the Communications Marketplace or would they be free to make direct awards to their chosen agency?

Clients will need to run a further competition with shortlisted agencies. If a client finds that through shortlisting, there is only one agency who can meet their requirements, they will need to demonstrate how the award has been made in a fair, open and transparent way.

21. Will it be up to the client how many agencies are invited to take part in the mini competitions on the Communications Marketplace?

The client creates a shortlist by selecting filters on the Communications Marketplace that are relevant to their specification. The client must invite all agencies on the exported shortlist to their further competition.

22. Will Holding Company bids be allowed?

Yes, Holding Company bids will be accepted in the same way as consortium bids.



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Agreement model

- 23. Asides from versioning, will Lot 4 cover production agencies that produce master assets off the back of a creative campaign idea or straight from an internal brief? Or does this Lot only cover versioning, once the master assets have been delivered?**

Lot 4 will cover versioning post production i.e. once the master asset has been created.

- 24. Do you foresee any risk with going with one single agency for the content versioning and distribution Lot?**

We have carried out thorough pre-market engagement and do not foresee any risk with having one appointed agency for this Lot.

- 25. Lots 4 and 5 will have one agency, is there a possibility this might be one agency across both?**

We do not anticipate that this will be the same agency due to the difference in scope and services but this will be subject to the outcome of the tender process.

- 26. Is there likely to be any crossover of agencies between Lots?**

Yes, we expect there to be a crossover of agencies between Lots.

- 27. The structure looks very different for the new model and a major concern of ours is how smaller agencies will be perceived in comparison to larger agencies?**

All agencies regardless of size will be evaluated in a fair and transparent way against the evaluation criteria and requirements. Agencies are able to form consortium bids through existing and new partnerships to meet our requirements under the lot structure on the framework agreement.

Our ambition is to support SME agencies and build upon our current successes through them, recognising that talent is spread across the industry regardless of size.

28. Is there a maximum number of agencies CCS will have for each Lot on Campaign Solutions 2?

Yes.

- 12 agencies for Lot 1- End to End Campaign Solutions
- 6 agencies for Lot 2 - Major Events
- 6 agencies for Lot 3 - Communications Strategy and Planning
- 1 agency for Lot 4 - Content Versioning and Distribution
- 1 agency for Lot 5 - Stock Imagery, Footage and Sound

29. Is there a maximum number of agencies allowed on the DPS?

No, there is no limit.

30. For agencies who find it difficult to filter on existing DPS agreements, can you reassure us that this is the right move to take by having an active marketplace for Communications Marketplace?

We have undertaken extensive market engagement with our stakeholders and feel that the strategy and model defined will enable CCS to provide a solution that meets client requirements of a more flexible and agile way to access agency talent.

We will be continuing engagement on Communications Marketplace to ensure the scope, filters and agency requirements to get onto the marketplace are fit for purpose and enable clients to find the best agency for their needs.

31. Does CCS encourage agencies to work collaboratively?

Yes, we will continue to encourage collaboration across the two agreements to ensure customers find the right agencies to fulfil their requirements and ensure best campaign outcomes.

32. Will the marketplace work in the same way as the Digital Outcomes & Specialists (DOS) framework?

No, DOS is a digital marketplace solution. Agencies appointed on DOS went through a full OJEU procurement process, whereas agencies can self-select with credentials against services they can provide on Communications Marketplace. DOS also has a maximum number of suppliers after the procurement process. Communications Marketplace allows agencies to register against services throughout the duration of the Marketplace.



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Timelines

33. When will the Communications Marketplace be live, will it be going live earlier than Campaign Solutions 2?

Both agreements will go live for Client use in September 2021. The Marketplace will however be open for agencies to register from July 2021.

34. What would be the average turnaround time for the Lots with further competition and are there standstill periods we need to consider?

CCS recommends a turnaround time of 8 weeks for a further competition and current guidance on this process can be found [here](#). This does however depend on the complexity of the requirement and longer timescales may be required.

Including a Standstill is considered good practice for Call-Off competitions but this is optional and depends on the brief.

35. What is the length of time given for the tender response in Campaign Solutions 2?

The invitation to tender will be open for 8 weeks. This is an extra 4 weeks allowance on the last procurement.

36. What is the tender process and timelines for both agreements?

Timelines can be found within the deck we have shared.

The tender process for Campaign Solutions 2 will be an open procedure competition where agencies will be evaluated against a written quality and pricing submission. Evaluation criteria will be shared with the bid pack.

In order to be appointed to Communications Marketplace, agencies will need to go through an assurance process to ensure they can meet the services they register themselves against. This full assurance process is yet to be fully defined.

37. Can current call off contracts continue to their contract end dates?

Yes and Clients can utilise any extension options they have within their current agreements too.



38. Will we be able to get a calendar of opportunities that will come up throughout the 4 years for the different Lots and then be kept updated as time progresses?

We will do our best to update the roster agencies about forthcoming opportunities throughout the lifecycle of the agreements.

Evaluation criteria

39. Would you be able to share the evaluation criteria for the Lots?

Evaluation criteria is still being defined.

40. What will be the evaluation criteria for competitions, in particular the price / quality weighting

Clients will determine their own quality and price split, in line with CCS guidelines which are still to be defined.

41. What will the mini competition procedures involve?

Clients will define their own evaluation criteria against their requirements and in line with CCS Customer guidance. Here is the link to the [customer guidance](#) for the current framework for reference.

Other

42. Is there an opportunity to ask questions after we get the deck?

Yes, for any further questions not covered in this FAQ document, please feel free to email creativecontentcomms@crowncommercial.gov.uk. We will continue to update and re-publish this document until February 2021.

43. How can agencies take part in one to one engagement sessions?

If you would like to be involved in any further engagement sessions for Communications Marketplace, please email us at creativecontentcomms@crowncommercial.gov.uk

44. How will updates to the Communications Marketplace be communicated?

Any updates will be communicated on the [webpage](#), the [upcoming deals page](#) and the opportunity will also be released on [contracts finder](#).