

BS0601.2017 PR Campaigns Clarification Questions and Responses

No 1	We were really impressed with your 3D map campaign and the coverage it achieved. In your opinion, what has been your best campaign to date?
	<i>We are particularly pleased with the recent 3D campaign and the coverage it generated. In addition to the coverage we also a huge increase in subscriptions and web traffic. Another campaign which we are very proud of is the national map symbol competition which we ran with the BBC. This generated sustained coverage across the network, including the One Show, and helped shift brand perception amongst different customer groups (education, business, government).</i>
No 2	Are there any particular 'dream' media outlets that you are keen to hit?
	<i>I feel that we have had good reach across the key broadcast outlets.</i>
No 3	Are you looking for an always-on media approach with spikes of activity or an agency that will 'turn on' at particular times for launches and particular activity?
	<i>The campaigns will be aligned to product launched and awareness campaigns. The monthly retainer is a mix of reactive and proactive comms.</i>
No 4	Will we have access to your research and data?
	<i>Yes, if it supports the campaign and comms objectives</i>
No 5	Do you have any existing relationships with journalists or media outlets that you would like us to avoid, or work closely with?
	We will share this info with the successful agency.
No 6	Do you have spokespeople available?
	<i>We have a selection of spokespeople from OS and our network of ambassadors/champions. These include everyone from the CEO to Ben Fogle</i>
No 7	Are they media trained? Would you require media training?
	<i>All OS spokespeople are media trained. We have an in-house broadcast specialist who manages media training</i>
No 8	Does the in-house team have experience working with agencies?
	Yes
No 9	Is there a document to fill in (couldn't see anything other than company info) or should we create a word doc answering all the questions set out in the RFQ
	<i>This is an RFQ, so you can create a proposal in whatever format you would like, there is no formal response document to complete.</i>