Invitation to Quote

Invitation to Quote (ITQ) on behalf of Innovate UK

Subject UK SBS Creative video content and communications support – Success stories and Animation content - Package 3

Sourcing reference number PS16109

UK Shared Business Services Ltd (UK SBS)
www.uksbs.co.uk

UKSBS

Shared **Business** Services

Table of Contents

Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our customers. This allows our customers the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by its customers, UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business Innovation and Skills (BIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Customers.

Our Procurement ambition

Our vision is to be recognised as a centre of excellence and deliver a broad range of procurement services across the public sector; to maintain and grow a procurement service unrivalled in public sector.

Procurement is a market-shaping function. Industry derived benchmarks indicate that UK SBS is already performing at or above "best in class" in at least three key measures (percentage savings, compliant spend, spend under management) and compare well against most other measures.

Over the next five years, it is the function's ambition to lead a cultural change in procurement in the public sector. The natural extension of category management is to bring about a fundamental change in the attitude to supplier relationship management.

Our philosophy sees the supplier as an asset to the business and the route to maximising value from supply. This is not a new concept in procurement generally, but it is not a philosophy which is widely employed in the public sector.

We are ideally positioned to "lead the charge" in the government's initiative to reform procurement in the public sector.

UK SBS Procurement's unique selling points are:

- Focus on the full procurement cycle

- Leaders in category management in common and specialised areas

- Expertise in the delivery of major commercial projects

- That we are leaders in procurement to support research

- Use of cutting edge technologies which are superior to those used generally used across the public sector.

- Use of market leading analytical tools to provide comprehensive Business Intelligence

- Active customer and supplier management

> *'UK SBS' contribution to the Government Procurement Agenda has been impressive.   Through innovation and leadership UK SBS has built an attractive portfolio of procurement services from P2P to Strategy Category Management.'*
>
> **John Collington**
>
> **Former Government Chief Procurement Officer**

Section 2 – About Our Customer

Innovate UK

The Innovate UK is the UK's innovation agency – driving innovation to boost economic growth. As well as investing in programmes and projects (£1bn investment budget 2008-2011), much of the board's work is in spreading knowledge, understanding policy, spotting opportunities and bringing people together to solve problems or make new advances. Innovate UK offer support and funding to help business develop new products and services - and bring them closer to market.

Innovate UK aim is simple – to accelerate economic growth by stimulating and supporting business-led innovation.

Success Stories

- A successful partnership with Strathclyde University has led to rapid growth at Glasgow business Clyde Space and the award of a contract by the UK Space Consortium for testing, construction and assembly of UKube-1, the UK's first CubeSat system.

- Start-up business Snap Fashion founded by 25-year-old computer science graduate has attracted £300k in private investment and launched an innovative search engine, website and iPhone app on the market after taking part in the 2011 Tech City Launchpad competition.

- With sustained support from Innovate UK, Fife company *PowerPhotonic* has perfected novel techniques for mass producing tiny lenses that get all the individual beams coming from a laser pointing in the right direction. High powered industrial lasers now have a sharper cutting edge thanks to lenses made in Scotland that focus their light into brighter beams - and the repercussions will be far-reaching.

Section 3 - Working with UK Shared Business Services Ltd.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Customer Name and address	Innovate UK North Star House North Star Avenue Swindon SN2 IUE
3.2	Buyer name	UK SBS Professional Services
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Estimated value of the Opportunity	Up to a maximum of £133,400 exclusive of VAT for the full duration of the contract. The maximum value of this tender is £66,700 exclusive of VAT for the initial contract duration of one year. If the option to renew for one further year is taken there will be a further maximum budget of £66,700 exclusive of VAT.
3.5	Process for the submission of clarifications and Bids	**All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here. Please note submission of a Bid to any email address including the Buyer will result in the Bid not being considered.**

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	17/06/2016 Contracts Finder
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	01/07/2016 14.00
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	05/07/2016 14.00

3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	08/07/2016 14.00
3.10	Date/time Bidders should be available if invited to interview	27/07/2016 – 28/07/2016
3.11	Anticipated rejection of unsuccessful Bids date	29/07/2016
3.12	Anticipated Award date	29/07/2016
3.13	Anticipated Contract Start date	01/08/2016
3.14	Anticipated Contract End date	31/07/2017
3.15	Bid Validity Period	60 Days

Section 4 – Specification

Brief for creative video content and communications support – Package 3

The communications mission of Innovate UK is to ensure that it is recognised and respected as the organisation uniquely positioned to accelerate UK economic growth by driving innovation.

This includes ensuring that it explains its role and activities clearly, accessibly and in an engaging and inspiring way.

Innovate UK is seeking a communications agency to provide support in the production of a range of content, primarily video but also including graphics and assets for social media and editorial.

Content and its promotion at Innovate UK

Role of content

We see strong content as our primary tool for increasing visibility of Innovate UK amongst its key audiences.

When we say visibility we mean:

1. Search engine visibility/rankings
2. Channel visibility/rankings
3. Brand awareness (we work with a research agency to measure this)
4. Page views, video views, followers, shares, impressions, users/visits

Digital content strategy

We recently commissioned an agency to work with us on creating our first content strategy (for brand content not 'business as usual' content) to help us define our audience persons, our content objectives and KPIs and our content themes.

Content pilots

As part of our digital content strategy we decided on a new approach to our video content and created a series of video pilots to be hosted on our [YouTube channel](#).

The agency appointed as a result of this tender will work on some of the content that will take the pilot work forward.

Other video content

Alongside our brand visibility content we produce a range of video content for our various audiences including:

- Video success stories and news stories

- Video explainers highlighting what funding and support we offer businesses
- Animations communicating strategy

Our audiences

As part of our digital

content strategy work we have identified 3 personas:

1. Primary - Aspiring Entrepreneur
2. Secondary - Operating Entrepreneur
3. Secondary – Influencer

The persona profiles are included in the Appendix.

We promote our video content through numerous channels:

GOV.UK

[Our lead website](#).

Monthly stats:

- 40k unique visitors
- 84k page views
- 70% returning/30% new

Blog

[Our blog](#)

Monthly stats:

- 5k users
- 10k page views
- 58% returning/42% new

Email

We have a significant customer database we use to promote competitions and events.

YouTube

[Our YouTube channel](#):

Monthly stats:

- 32k views
- 30,000 minutes

Twitter

Our [Twitter channel](#) is our most important social channel and our audience has doubled in the last 12 months to 52k followers.

We also use LinkedIn and Facebook to a lesser extent.

In addition we frequently use active promotion tactics through a specialist agency, including creating links to or placements of our material with other online partners.

Content projects in this tender – Package 3

There are a number of different content projects that we have already defined for the year but we also expect to produce other – yet to be scoped – content.

In this contract we are looking for a video supplier that is expert in keeping stories simple and producing cost-effective animation and video to standard formats.

a. Success stories

We expect the agency to produce @8 videos highlighting the success of the companies we have funded in the past. We have developed a variety of video formats to tell these stories and for this contract we would expect each 2-2.30 min video to include interview footage with 1-2 key members of staff, b-roll footage of the product/manufacturing process, onscreen graphics to present key impact stats and – occasionally - animations. Here are some examples:

[Ceres Power](#)

This features headshot interview footage interspersed with creative b-roll captured on-site

[Bare Conductive](#)

These were shot with a pre-determined visual style (slow mo/fast cuts). Creative interview footage - cutaway intros and product demos

On occasion where a story lacks visual interest or it's a high profile story we will feature prominently in our digital channels we would use animation and creative locations to help tell a compelling story.

[Signal Media](#)

This was shot with a pre-determined style and includes three 10 second animations to enhance the story

The indicative budget for all 8 videos is £33,300 excluding VAT but including all expenses.

b. Essential Selection

Innovate UK's Essential Selection is a series of short (2:15), animated videos that provide aspiring entrepreneurs with 4-5 tips focusing on a different areas of business growth. Each tip is validated by an influencer quote provided by an industry expert, some of whom are

Innovate UK's success stories. They are faced paced, with an indie soundtrack and a 'BBC3/E4'-type voiceover

These videos are [supported by blogs](). These provide extra detail, but currently fall below expectations. We expect the agency to produce the blog alongside the video.

The indicative budget for all 4essential selection videos is £15,850 excluding VAT but including all expenses. There is a maximum budget of £1,700 exclusive of VAT for blogs.

c. Explainer animations

Innovate UK's funding offer to businesses and processes in gaining support are changing. To help our customers understand the changes and to simplify how we communicate what we offer we expect to produce @ 3 2 min explainer animations that will offer them easy to use information to set them on their way to applying for funding and/or support.

Examples are:

- Newton Fund: https://www.youtube.com/watch?v=7ljIex80s0s

- Innovate UK funding application process: https://www.youtube.com/watch?v=7ljIex80s0s

The indicative budget for the 3 videos would be @£15,850 excluding VAT but including all expenses.

Working approach

We expect the agency to work collaboratively with the in-house Innovate UK content and digital teams – as needed – and also with the agency that will be promoting the content for us.

We expect to have a pre-production meeting before each job starts – to discuss the brief, creative ideas and agree the approach.

We then expect the agency to be responsible for:

- All pre & post production
- Creative concept and development
- Narrative framework and development
- Scriptwriting
- Storyboarding
- Creative direction
- All location support
- Camerawork
- Sound editing
- Music licence cleared for our channels

The agency will work collaboratively with the Innovate UK content team to develop scripts and storyboards.

Innovate UK will sign off on the script/storyboard/voiceover artist/actors required/look and feel of animated elements/chosen locations before shooting starts.

Feedback on styleframes and video edits will be limited to x2 rounds with final sign-off from Innovate UK before invoicing.

Standard assets to be delivered for each video job

High-res MP4 optimised for mobile viewing

1x designed video thumbnail

1x animated gif

5 x social media images for Twitter, gov.uk and Facebook

Captioned version of the film for offline use

Transcript for the video.

SEO optimised descriptor for Youtube

Note that these may vary depending on the specific needs for each job and part of project involves uploading of tagged assets to Innovate UK's assets library.

Service levels and KPIs

We will agree key performance indicators and service levels with the selected agency.

These will cover our expectations on:

- editorial quality
- project management leading to delivery on time and to budget
- responsiveness
- pace of work and flexibility
- effectiveness of approach to working with Innovate UK

Innovate UK has standard processes for project management and workflow and the agency will need to work to these as standard.

Budgets and prices

The budgets and prices in this specification are indicative and are not a commitment to spend. As a public sector body we welcome any efforts to get better value for money without compromising on quality and timeframes.

The total value of this contract is £66,700 exclusive of VAT. We will operate on a project by project budgeting process with a separate brief for each project and purchase order as and when the work is awarded.

Duration

The contract will be offered for an initial period of a year, with an option to renew for a further year. Within the contract period there will be quarterly reviews.

Interviews

Final 'award stage' interviews are anticipated to take place on the 27th and 28th July 2016. Your organisation will be required to make provision for this time and have the necessary resources and skill sets available to attend and represent your organisation with regard to your tender submission. If you are required to attend an interview we will confirm a timeslot with you at least 3 working days beforehand.

Potential suppliers are only invited to interview following the detailed evaluation of all of the other scoring criteria via the e-tendering system and after a process of due diligence has been completed.

All organisations will be invited to interview. If it is apparent, after the initial evaluations and due diligence, that it would not be possible for an organisation to be awarded the contract due to the differential between supplier scores combined with the number of points available for the interview, then the bidder will be formally advised of this situation before the interviews take place.

If it is apparent, after the initial evaluations and due diligence, that it would not be possible for an organisation to be awarded the contract due to the differential between supplier scores combined with the number of points available for the interview, then the bidder will be formally advised of this situation.

The Interview will take around 60 minutes, where you will be asked to deliver a 45 minute presentation covering;

Approximately 20 minutes to cover the below 3 questions;

- How do you make content captivating and engaging when you are provided with challenging and complex subject matter?
- Having looked at our YouTube channel where can Innovate UK go next creatively to move our content forward?
- How would your agency look to understand Innovate UK's key audiences?

Followed by 25 minutes to present on the following;

- Specifically thinking about the scenario attached at Annex A, how would the agency approach the development of this piece or suite of material for Innovate UK?

The remaining 15 minutes will be available for clarifications questions relating to your submission. PLEASE NOTE THAT THE CLARIFICATION QUESTIONS WILL NOT BE SCORED.

Your organisation's overall result attained during the whole process will be announced to you formally by UKSBS at a later date.

Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS, the Customer and any specific external stakeholders UK SBS deem required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 (5+5+6 =16÷3 = 5.33)

Pass / fail criteria		
Questionnaire	**Q No.**	**Question subject**
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Contract Terms
Quality	AW6.1	Compliance to the Specification
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement UK SBS has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. UK SBS considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	AW6.4	Understanding of the brief	20%
Quality	AW6.5	Project Team	22.5%
Quality	AW6.7	Collaborative Working	10%
Quality	AW6.8	Project Management	12.5%
Quality	AW7.0	Interview	15%

Evaluation of criteria

Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 (60/100 x 20 = 12)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 (60/100 x 10 = 6)

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with

	major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will (60+60+40+40) ÷ 4 = 50

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.
All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.
Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80
Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.
Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.
Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.
Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 (80/100 x 50 = 40)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire.**

Guidance on completion of the questionnaire is available at
http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

DO:

7.1   Do comply with Procurement document instructions. Failure to do so may lead to disqualification.

7.2   Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.

7.3   Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid.   If you send your Bid by email or post it will be rejected.

7.4   Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.

7.5   Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that typically we will release the answer to the question to all bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution

7.6   Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.

7.7   Do consider who your customer is and what they want – a generic answer does not necessarily meet every customer's needs.

7.8   Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.

7.9   Do provide clear and concise contact details; telephone numbers, e-mails and fax details.

7.10   Do complete all questions in the questionnaire or we may reject your Bid.

7.11   Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's ☹

DO NOT

7.12   Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.

7.13   Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.

7.14   Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.

7.15   Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.

7.16   Do not contact any UK SBS staff or Customer staff without the Buyers written permission or we may reject your Bid.

7.17   Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.

7.18   Do not offer UK SBS or Customer staff any inducement or we will reject your Bid.

7.19   Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.

7.20   Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.

7.21   Do not exceed word counts, the additional words will not be considered.

7.22   Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

7.23   All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.

7.24   Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool.   Where they are not permissible any attachments submitted will not be considered.

7.25   Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.

7.26   Any Contract offered may not guarantee any volume of work or any exclusivity of supply.

7.27   We do not guarantee to award any Contract as a result of this procurement

7.28   All documents issued or received in relation to this procurement shall be the property of UK SBS.

7.29   We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.

7.30   If you are a Consortium you must provide details of the Consortiums structure.

7.31   Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.

7.32   Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public

7.33   Your bid will be valid for modify duration if not 60 days or your Bid will be rejected.

7.34   Bidders may only amend the Contract terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and UK SBS fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.

7.35   We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.

7.36   If you fail mandatory pass / fail criteria we will reject your Bid.

7.37   Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.

7.38   Bidders should note that if they are successful with their proposal UK SBS reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks UK SBS may decline to proceed with the award of the Contract to the successful Bidder.

7.39   All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.

7.40   All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, UK SBS may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to UK SBS during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

7.41   From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

https://www.gov.uk/government/publications/government-security-classifications

UK SBS reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Contracts Finder](#)
- [Tenders Electronic Daily](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)

Annex A – Interview Scenario

The scenario is based on the production of a success story video for a company with an Internet of Things product.

The video should be 2:00 long and target these objectives:

- To profile our biggest successes – these are companies who have achieved tangible results i.e. sales and staff growth, additional funding.
- To show that Innovate UK is at the forefront of innovation and always looking to the future to see what exciting developments might affect people's lives.
- To provide more engaging content on our YouTube channel and social media

The audiences for this material would be, in order of priority:

Influencer (existing)

- Not just on single persona – a very diverse group of people
- Government / Stakeholders, because they fund & support us
- Media, because they write & comment on our actual / perceived success
- Bloggers, because they share our stories
- Investors, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- We want to amaze them with our success stories, insights and achievements

Aspiring entrepreneur

- Likely 16-30 old, wannabe entrepreneurs - largely unaware of Innovate UK
- Interested in startups, business, data, science and technology
- Looking for inspiration, awesome content to share, business knowledge and examples of success
- We want to introduce them to Innovate UK and allow them to experience our brand

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- We want to gain / retain their attention and showcase their success to inspire new innovators

The subject company are [SystemSync](#) (formely Release Consulting):

- They have a new project around pensions.
- Winner Digital Innovation Contest – Cross-sector Exploration
- 1.8 million investment
- Have had multiple awards and attribute ability to succeed in business to Innovate UK

Please provide your proposals for the creation of this video to deliver on these objectives. You should include:

Visual style

Audio style

Outline storyboard

How you will communicate their product to a non-expert

How you would address the lack of visual product

Content Strategy Draft 8
12/12/2015
Become the 'go to' place for innovation and innovators
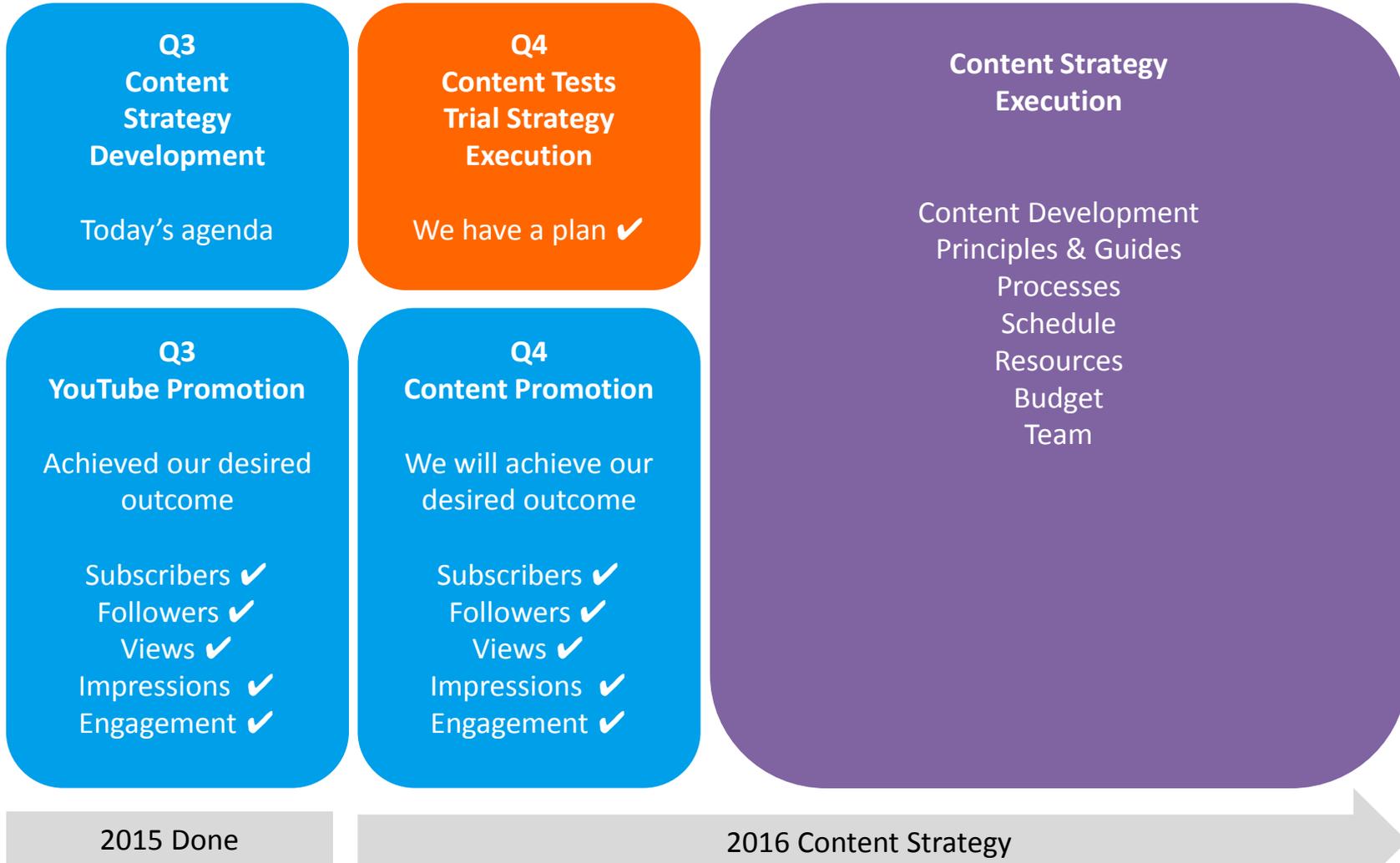
Table of content

Executive summary

This content strategy -

- Provides a firm framework for content development, production, distribution & promotion

- Sets SMART Content Objectives in line with 2016/15 business & communication objectives

- Outlines target KPIs and roadmap to increase Innovate UK visibility 10x by the end of 2016

- Explains the broadening of our target audience, their motivation, needs and requirements

- Introduces a new primary persona 'the aspiring entrepreneur'

- Defines purpose as starting point for generating successful, SEO aligned content

- Explores 40 new content themes / ideas that help increase brand awareness

- Specifies 3 content concepts for our Q4 trial period

- Delivers a full content roadmap covering all content formats and relevant channels

- Recommends 2016 content marketing, distribution & promotion budgets

- Outlines team & resource requirements to successfully deliver / execute content strategy

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Innovate UK

Our original plan

Q3 Content Strategy Development	Q4 Content Tests Trial Strategy Execution	Content Strategy Execution
Today's agenda	We have a plan ✔	Content Development Principles & Guides Processes Schedule Resources Budget Team

Q3 YouTube Promotion

Achieved our desired outcome

Subscribers ✔
Followers ✔
Views ✔
Impressions ✔
Engagement ✔

Q4 Content Promotion

We will achieve our desired outcome

Subscribers ✔
Followers ✔
Views ✔
Impressions ✔
Engagement ✔

2015 Done → 2016 Content Strategy →

Q3 promotion v Q4 trial & validation

In just under 2 months of working together, we have achieved substantial growth and part-validated our content strategy on existing content:

- YouTube Subscribers - up by 55%
- Lifetime video views - up by 25%
- Twitter Impressions - up by 72%
- Video Views
  - per playlist start – up by 67%
  - via YouTube search engine - up by 25%
  - acquired via Twitter – up by 40%
  - acquired via blog – up by 45%
- Video related
  - Twitter impressions - 697K
  - Twitter engagements - 9.4K
  - Twitter RTs - 1817
  - Twitter likes - 1380

Note: Above figures compare last 2 months growth with previous 3 year totals

Work Program & Milestones

ANNEX B

Work Streams / Activities	w/c 28/09	w/c 5/10	w/c 19/10	w/c 26/10	w/c 2/11	w/c 9/11	w/c 16/11	w/c 23/11	w/c 30/11	w/c 7/12	w/c 14/12	w/c 21/12	w/c 4/01
Q3 – Strategy / Planning													
Review / sign-off work program			✔										
Brand value alignment				✔									
Develop SMART Objectives				✔									
Persona review & development				✔									
Content Audit					✔								
Workshop / review meeting 1					✔								
SEO alignment						✔							
Content & channel survey						✔							
Content Themes								✔					
Content Formats								✔					
Creative Boundaries													
Full Content Road Map									✔				
Workshop / review meeting 2								✔					
Collaboration										✔			
Outreach Strategy										✔			
Paid media justification / rational									✔				
12 months content budget										✔			
Resource / Team Planning										✔			
Workshop / review / sign-off													
Final write-up / plans & schedules													

6

Scope

In Scope

Content to raise awareness, increase visibility and reach wider audiences as defined in this document.

Content to make innovation and Innovate UK's great work more accessible, engaging and increase visibility for the brand within Innovate UK channel restrictions & limitations.

- ✓ gov.uk/government/organisations/innovate-uk

- ✓ innovateuk.blog.gov.uk

- ✓ twitter.com/innovateuk
- ✓ youtube.com/user/Innovateuk
- ✓ linkedin.com/company/innovateuk
- ✓ facebook.com/innovateuk
- ✓ plus.google.com/+InnovateukOrgtsb

- ✓ slideshare.net/WebadminTSB

Out of Scope

Content for purpose of competition, event & mission communication:

Strategy does not cover BAU content, competitions, stakeholders updates, references, policy updates, guides and any brand content of any technical nature.

- ○ interact.innovateuk.org
- ○ engage.innovateuk.org
- ○ h2020uk.org
- ○ ictomorrow.innovateuk.org
- ○ events.ukti.gov.uk/innovate-uk-2015
- ○ connect.innovateuk.org/events
  - ○ Knowledge Transfer Network
  - ○ Innovation platform networks
  - ○ Special interest groups
  - ○ Community networks
  - ○ Catapult networks
  - ○ Connect Networks
  - ○ Member groups
  - ○ Official groups
  - ○ Project groups

Objectives – Communication, Content & SMART

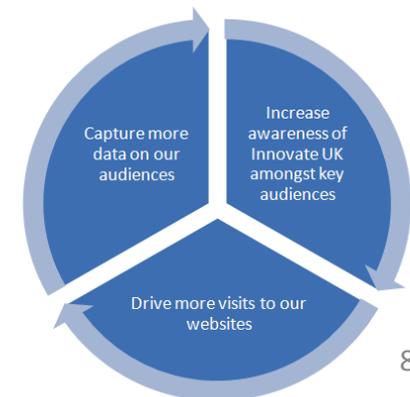**Communication objectives / business objectives**

- – Efficiently and effectively optimise our reach and retention of our key audiences
- – Drive increased awareness of Innovate UK amongst our key stakeholders
- – Increased reach and awareness of Innovate UK amongst new audiences

Content Objectives - Why are we creating content?

- – Build strong awareness of our brand
- – Introduce new, relevant audiences to the Innovate UK brand
- – Increase reach, maximise visibility & drive engagement
- – Drive more relevant new visits to our websites and brand channels
- – Broaden our audiences' understanding of our proposition
- – Engage with new, aspiring innovators to help create more operating ones
- – Ensure our content is based on genuine user needs

SMART Content Objectives & Goals

- – Specific – KPIs that reflect true content performance
- – Measurable – actual data: Google Analytics, YouTube, Social data
- – Achievable – available resources, assuming 3 content budgets
- – Results-focused – achieve our desired outcome
- – Time- bound – KPIs for Q3, Q4 and 2016

Capture more data on our audiences

Increase awareness of Innovate UK amongst key audiences

Drive more visits to our websites

8

Objectives - Filling the Innovation UK 'funnel' with new innovators
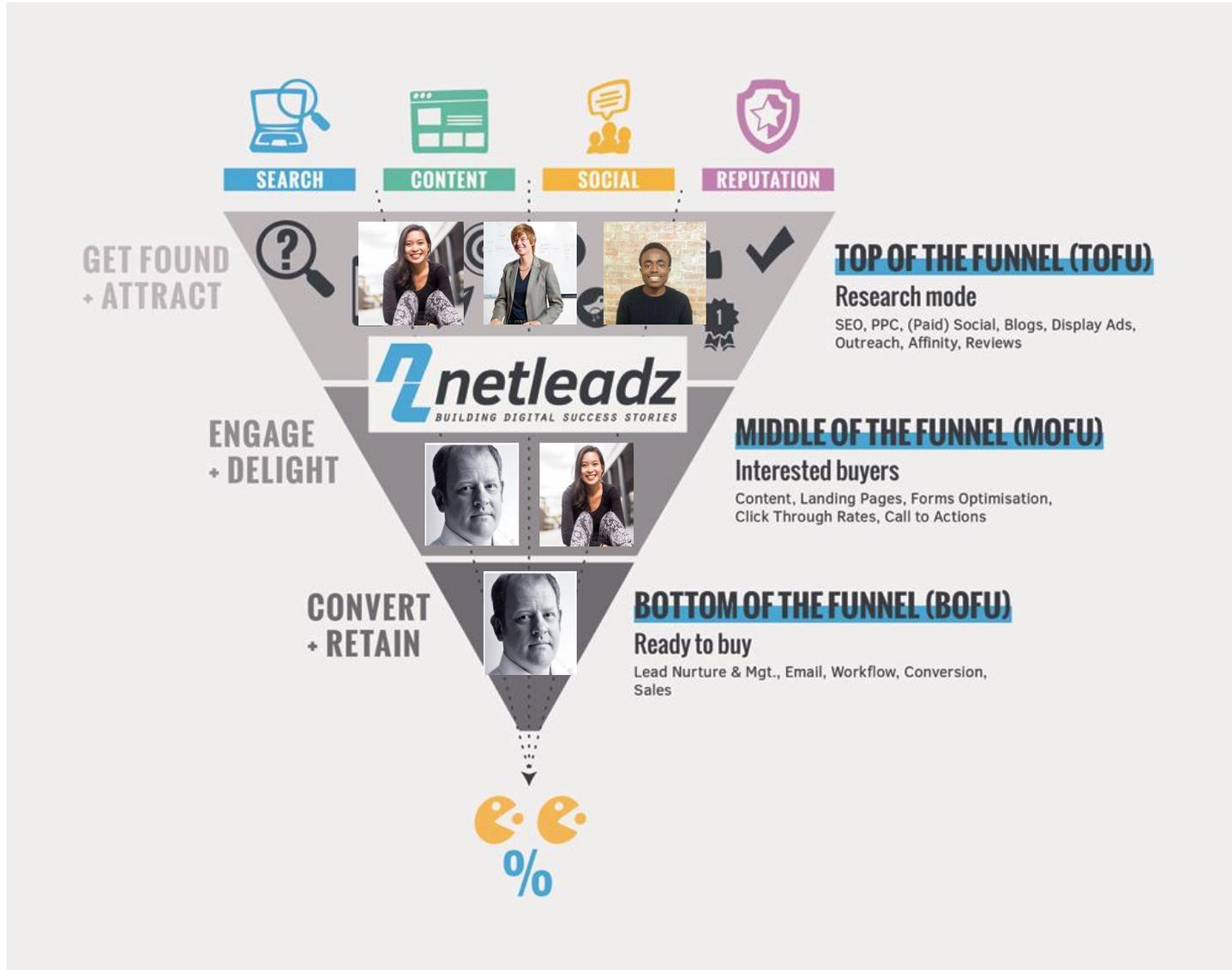
KPIs - Agency 'Competitor' Benchmark – Oct-15

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
Bpi	France	51,700	434	611	228,359	374
ARPA	USA	13,500	578	172	92,442	537
TEKES	Finland	11,500	256	315	88,639	281
Fraunhoffer	Germany	11,100	192	27	86,630	3209
IPO	UK	45,300	287	77	83,604	1086
VINNOVA	Sweden	1,120	179	911	82,949	91
Innovate UK	UK	38,300	571	294	80,209	273
CFI	Canada	6,273		205	66,312	323
Nesta	UK	67,200	225	207	36,879	178
Tech City	UK	53,600	259	53	32,070	605
A-STAR	Singapore	624	110	31	19,588	632
Research in Germany	Germany	11,700				

KPIs / Smart Objectives Q3 & Q4

KPI	Channel	Q3 (Dec-15) Target
Increase in the number of unique, monthly blog visitors	Blog	75% (4375/month)
Increase in monthly video views	YouTube	50% (6450/month)
Lifetime video views	YouTube	108k
YouTube subscribers	YouTube	830
Twitter followers	Twitter	44k

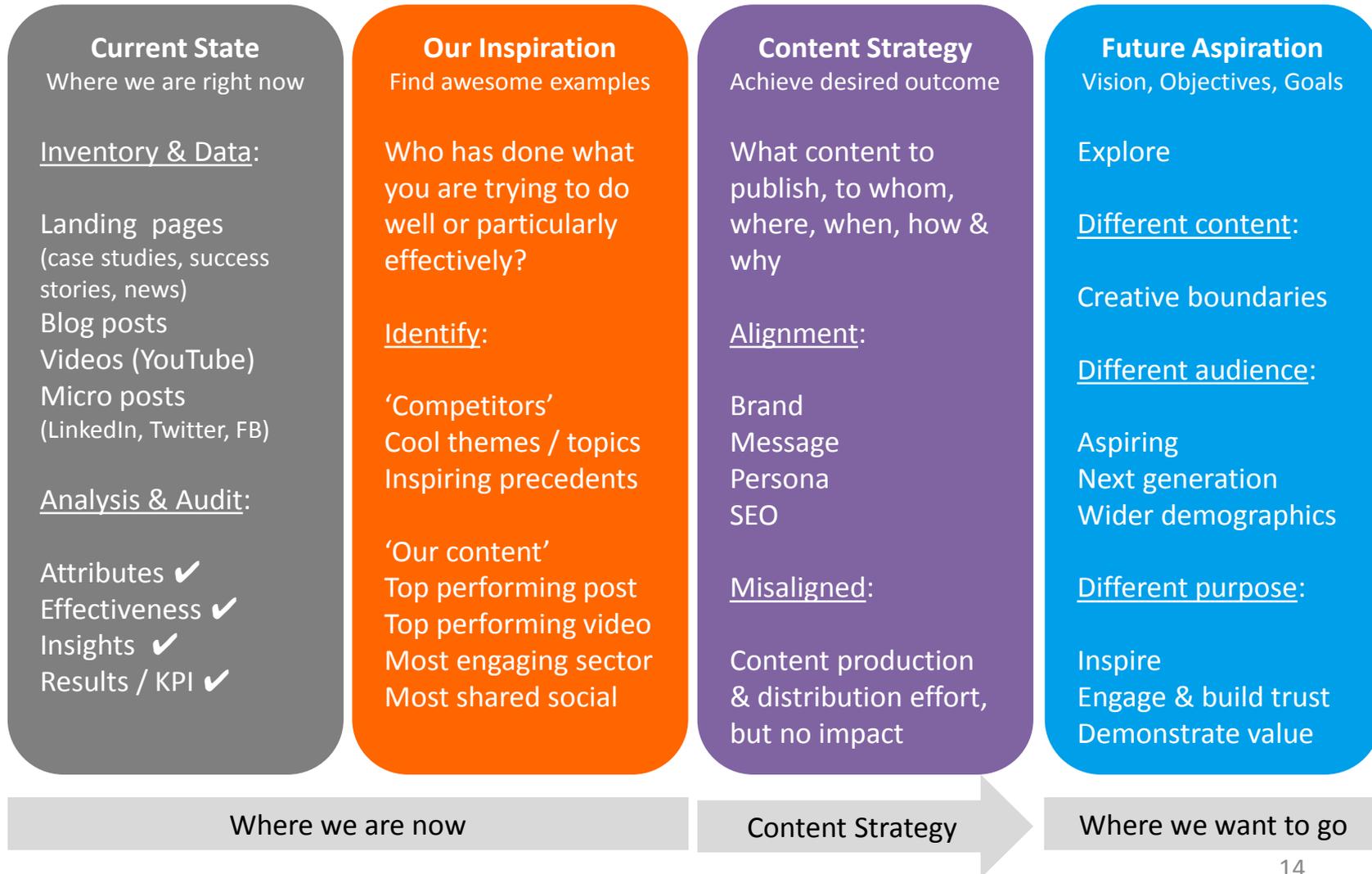| KPI	Channel	Q4 (Mar-16) Targets
Increase in number of unique, monthly blog visitors	Blog	250% (8735/month)
YouTube subscribers	YouTube	1200
Increase monthly video views	YouTube	100% (8600/month)
Increase lifetime video views	YouTube	160k
Increase viewer retention	YouTube	from 47.87% to 55%
Increase lifetime views for one single video	YouTube	10k
Twitter followers	Twitter	54k
LinkedIn Followers	LinkedIn	8.3k
External guest posts by influencers	Outreach	10

Outcome / KPIs v. Agency 'Competitor' Benchmark – Q4 / Mar-16

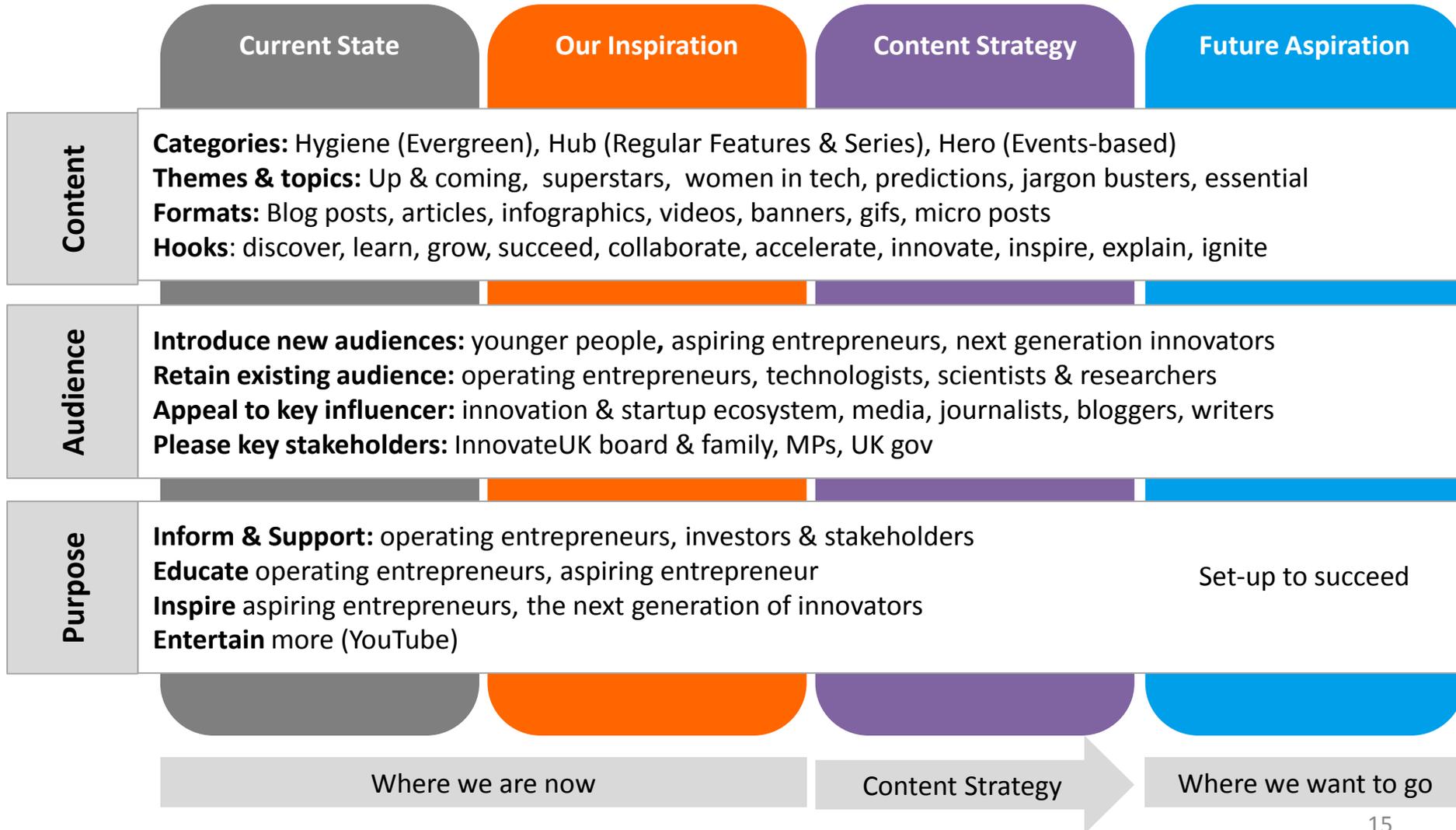| Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
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Bpi	France	51,700	434	611	228,359	374
Innovate UK	UK	60,000	1178	330	157,113	420
ARPA	USA	13,500	578	172	92,442	537
TEKES	Finland	11,500	256	315	88,639	281
Fraunhoffer	Germany	11,100	192	27	86,630	3209
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Tech City	UK	53,600	259	53	32,070	605
A-STAR	Singapore	624	110	31	19,588	632

Outcome / KPIs v. Agency 'Competitor' Benchmark – Year 1 / Dec-16

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
Innovate UK	UK	95,000	4150	380	552,704	1454
Bpi	France	51,700	434	611	228,359	374
ARPA	USA	13,500	578	172	92,442	537
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A-STAR	Singapore	624	110	31	19,588	632

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Innovate UK

Content Strategy Development Process / Framework

Current State Where we are right now	**Our Inspiration** Find awesome examples	**Content Strategy** Achieve desired outcome	**Future Aspiration** Vision, Objectives, Goals
Inventory & Data:	Who has done what you are trying to do well or particularly effectively?	What content to publish, to whom, where, when, how & why	Explore
Landing pages (case studies, success stories, news) Blog posts Videos (YouTube) Micro posts (LinkedIn, Twitter, FB)	Identify:	Alignment:	Different content: Creative boundaries Different audience:
Analysis & Audit:	'Competitors' Cool themes / topics Inspiring precedents	Brand Message Persona SEO	Aspiring Next generation Wider demographics
Attributes ✔ Effectiveness ✔ Insights ✔ Results / KPI ✔	'Our content' Top performing post Top performing video Most engaging sector Most shared social	Misaligned: Content production & distribution effort, but no impact	Different purpose: Inspire Engage & build trust Demonstrate value

Where we are now   →   Content Strategy   →   Where we want to go

14

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Innovate UK

Content Strategy Development Process / Framework

	Current State	Our Inspiration	Content Strategy	Future Aspiration
Content	**Categories:** Hygiene (Evergreen), Hub (Regular Features & Series), Hero (Events-based) **Themes & topics:** Up & coming, superstars, women in tech, predictions, jargon busters, essential **Formats:** Blog posts, articles, infographics, videos, banners, gifs, micro posts **Hooks**: discover, learn, grow, succeed, collaborate, accelerate, innovate, inspire, explain, ignite			
Audience	**Introduce new audiences:** younger people, aspiring entrepreneurs, next generation innovators **Retain existing audience:** operating entrepreneurs, technologists, scientists & researchers **Appeal to key influencer:** innovation & startup ecosystem, media, journalists, bloggers, writers **Please key stakeholders:** InnovateUK board & family, MPs, UK gov			
Purpose	**Inform & Support:** operating entrepreneurs, investors & stakeholders **Educate** operating entrepreneurs, aspiring entrepreneur **Inspire** aspiring entrepreneurs, the next generation of innovators **Entertain** more (YouTube)		Set-up to succeed	

Where we are now	Content Strategy	Where we want to go

15

Content Strategy Development Process / Framework

	Current State	Our Inspiration	Content Strategy	Future Aspiration
Content	**Step 1 Inventory Audit**			
Audience	**Step 2 Review Analyse Agree**	**Step 4 Analyse & Research**	**Step 5 Producing the content strategy**	**Step 3 Define vision, objectives, goals & desired outcome**
Purpose				

Where we are now   Content Strategy   Where we want to go

Content Strategy – what content to publish, to whom, where, when, how & why

This content strategy will guide Innovate UK to answer the following questions:

- Why are we creating content?
- What are our goals & objectives?
- What do we want our content to achieve (outcome)?
- Who is our audience and whom are we trying to reach?
- Where does our audience spend time online?
- How does our audience access / consume content?
- What content do we already have?
- How does our existing content perform?
- What content does our audience crave?
- How do we inspire our audiences?
- What do we want our audiences to do?
- What type of content are we going to create?
- When / how are we going to develop content?
- What are our limitations – boundaries, budgets, resources?
- Where, how and when are we going to publish content?
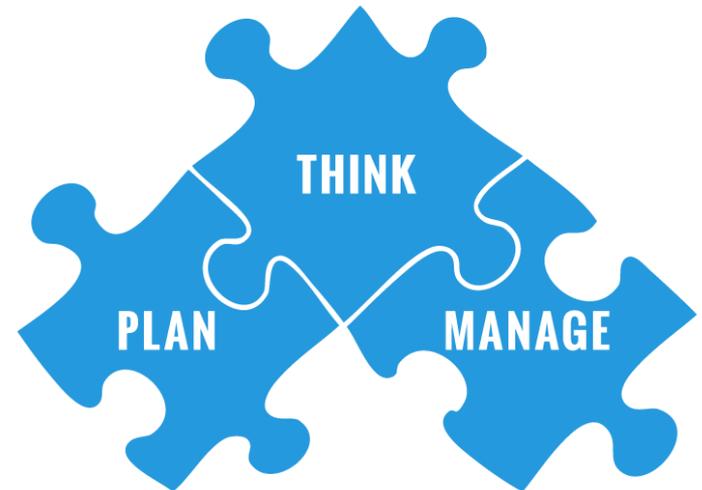
Content Strategy – what content to publish, to whom, where, when, how & why

| Proposition | Message | Format | Channel | Audience | Response (Engagement) | Outcome |

What content to produce | How to communicate it and to whom | What outcome we achieve
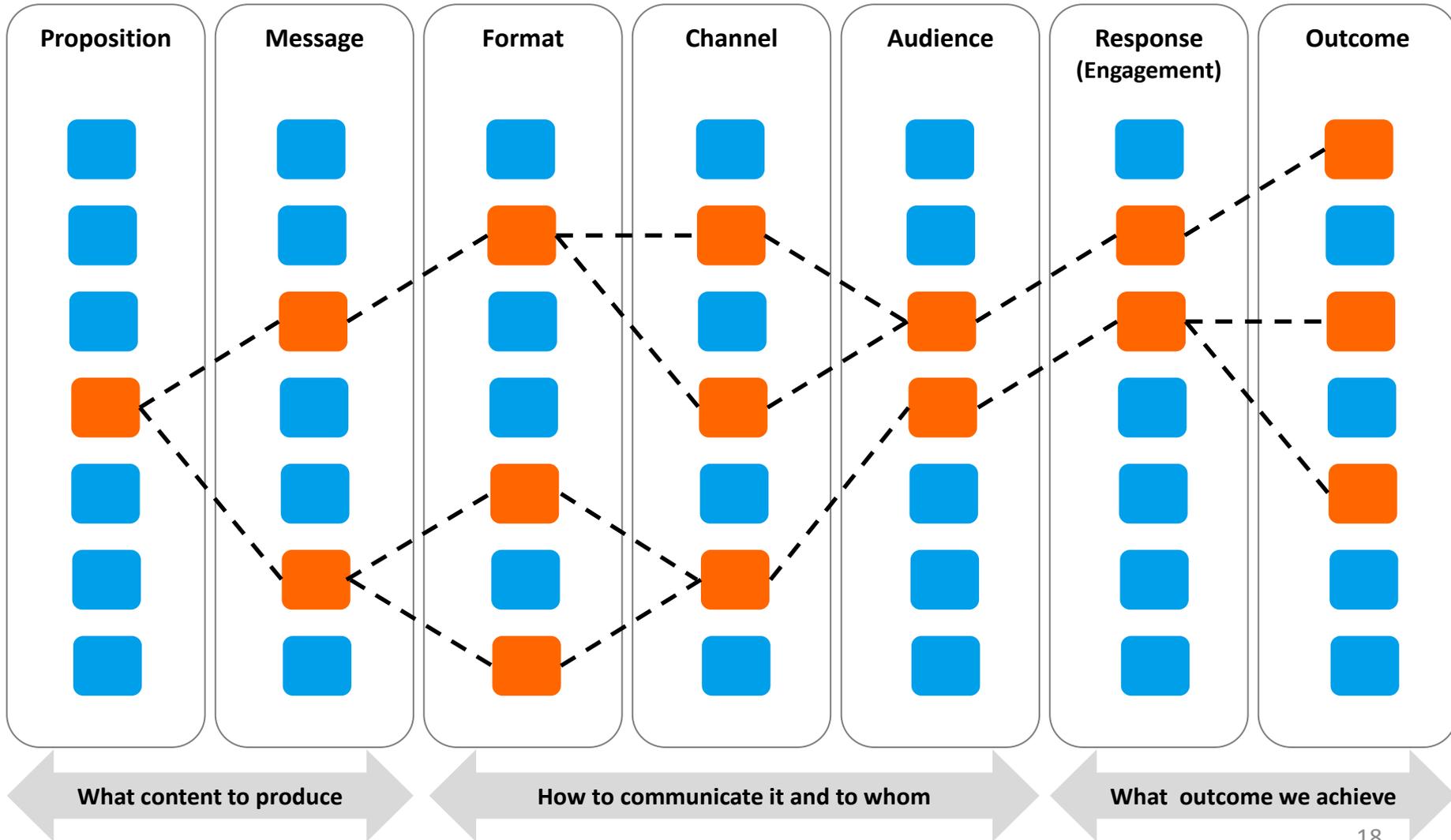
Proposition – Who are we and what value do we add?

Our Core (Value) Proposition:

– We are the UK's innovation agency.

– We find, fund & support science & technology innovations that will grow the UK economy.

– We work with people, companies and partner organisations to drive innovations.

– We provide opportunities to help people network, share ideas and find project partners.

Our Extended (Content) Proposition:

– We solve problems: funding, growth, network, access to mentors, research, knowledge-transfer

– We excite people: technologies, science, applications, products, services, successful journeys

– We share our experiences: start-up, scale-up, success, collaboration, research

– We support our community: data, research, initiatives, events, guides, processes, best practice

We do so by:

– Showcasing what is possible in UK innovation, turning science & technology into successful business

– Bringing together the best content to help start, fund, grow and succeed with your business

– Sharing inspirational stories about people, products, companies, journeys, sectors & technologies

– Inspiring the next generation of UK innovators, creating more science & technology entrepreneurs

– Breaking down complex technology & science advances into simple, powerful success stories

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Innovate UK

Brand Values / Message

- **Our offering**
- Tonal values
- Brand essence
- **Brand value (in everything we do)**

Accelerating UK economic growth

Validated

Help innovators launch, build and grow successful businesses

Building innovation excellence throughout the UK

Thoughtful   Educational   Expert

Committed to helping one another

Informed

Authoritative

Solution focused

The governments UK innovation agency

Passionate about innovation

Accessible

One dynamic team

Curious and creative

Helpful

Engaging

Clarity

Empowering

Supportive

Impressive

Working with the research community and across government

Developing Catapults within a UK innovation network

20

Message – Innovate UK & Content

Innovate UK Messages:
– We are **passionate** about innovation
– We can't stop thinking about the **future**
– We help with turning science & technology into **business success**
– We keep the UK globally competitive in the race for future **prosperity**

Innovate UK (Content) Messages that will resonate new target audiences
– Innovation is in our **DNA**
– We are innovation business **experts**
– We help make a **difference** through innovation
– Innovate UK your **first for** UK science & tech business success
– Amazing what technology and science can **achieve**
– **You too** can get involved in innovation
– You can become a **world beater** regardless of gender / background
– **Trust us** with your (tech & science) career decisions
– We **spot the talent** in technology / science
– Get involved in innovation - **live and close-up**
– **Imagine** the world without innovation

Our Target Audience - Innovate UK Persona
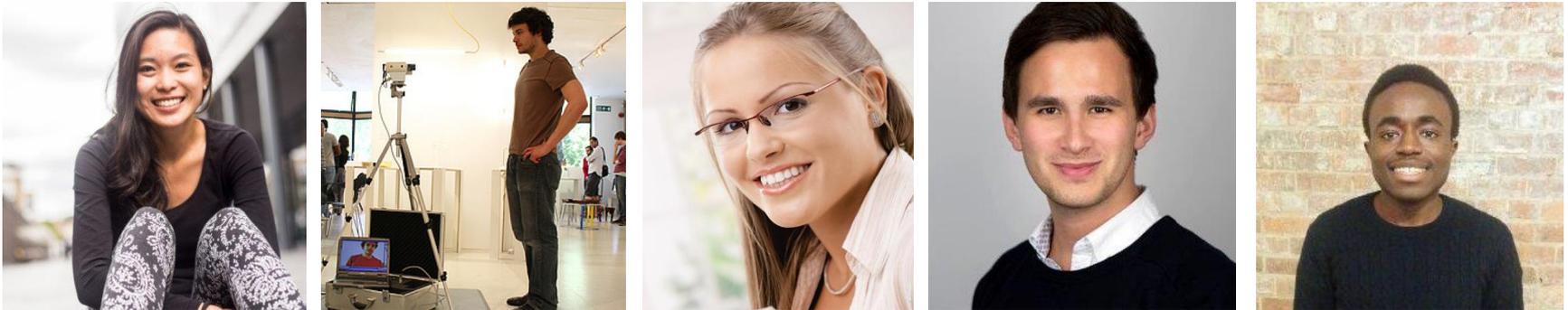
Introduce a New Primary Persona (but still retain existing audiences)

- Next generation, forward looking
- Increase focus on innovation as a driver of business success, rather than just tech & science development
- Increase the funnel of new innovators

Persona – TSB v Innovate UK

TSB Personas	Issues / Actions
The Matchmaker	Too niche, not a target persona for content strategy
The Entrepreneur	Split into two persona, operating & aspiring entrepreneur
The Knowledge Exchanger	Too niche, not a target persona for content strategy
The Manager	This person will be part of the operating entrepreneur
The Researcher	Too niche, not a target persona for content strategy

Innovate UK Personas	Issues / Actions
The Aspiring Entrepreneur	Our new primary audience – big opportunity
The Operating Entrepreneur	Most of current content relevant to this persona – no additional focus
The Influencer	Diverse group of people – Innovate UK content will need to appeal

Persona – Innovate UK

Aspiring entrepreneur (new & primary)

- Likely 16-30 old, wannabe entrepreneurs - largely unaware of Innovate UK
- Interested in startups, business, data, science and technology
- Looking for inspiration, awesome content to share, business knowledge and examples of success
- **We want to introduce them to Innovate UK and allow them to experience our brand (content)**

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- **We want to gain / retain their attention and showcase their success to inspire new innovators**

Influencer (existing)

- Not just on single persona – a very diverse group of people
  - **Government / Stakeholders**, because they fund & support us
  - **Media**, because they write & comment on our actual / perceived success
  - **Bloggers**, because they share our stories
  - **Investors**, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- **We want to amaze them with our success stories, insights and achievements**

Persona – Aspiring Entrepreneur   ANNEX B

Profile

Name: Vivian
Age: 24
Company: Sparrho
Industry: Software
Job title: Business Dev Manger
Location: Swindon
Company Size: 5
Twitter: @vivianchan_s
LinkedIn   vchan

About

- PhD at University of Cambridge in Biochemistry
- One year working in a venture fund in Australia.
- Joined the Cambridge University Technology Enterprise Club (CUTEC)
- CUTEC President and Chairman.
- Took part in the inaugural cohort of Entrepreneur First
- Just starting Sparrho as co-founder

Challenge & pain point

- Relies on her own network
- Validating business ideas
- Business proposition / pricing
- Start-up funding
- Recruitment

Attitude

- Strong advocate for women in STEM
- Taught herself coding
- Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

- Audience-led storytelling
- Audience involvement / contests
- Up and coming superstars
- Women in tech
- Science explainers
- What's hot in tech

Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

Format Preference

- Forums
- Video
- Blog Posts
- Articles
- Infographics
- Gifs
- Webinars / Hangouts

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

25

Persona – Operating Entrepreneur

Innovate UK

Profile

Name:	Richard
Age:	45
Company:	PolyPhotonix
Industry:	OLED Lighting Industry
Job title:	CEO
Location:	Cambridge
Company Size:	20
Twitter:	@ppxrichardkirk
LinkedIn	richardkirkpolyphotonix

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About

- 15 years experience in medical research and printed electronics
- Pioneer in material science and its applications
- Founded Polyphotonix in 2008
- Developed light treatment for retinal disease
- Credited for many world's first' applications using inorganic and organic light emitting materials
- Won many international awards for innovation, research and business
- Won 'National Emerging Entrepreneur'

Challenge & Pain Points

- Staff / Tallent
- Funding
- Partners
- Growth

Attitude

- Likes communication direct, clear & personal
- Hates bureaucracy, lengthy application, paperwork
- Loves turning scientific research into life saving products and services

Appealing Messages / Topics

- Science and technology excellence
- Advanced research
- Sector leadership
- Collaboration
- Research
- Success

Channel Preference

- Google Search
- Email subscription
- Online Publishers
- Innovate UK sites
- Social
  - LinkedIn
  - Twitter
  - YouTube

Format Preference

- Case Studies
- Newsletters
- Whitepapers
- Reports / Surveys
- Webinars
- Demos

unaware	aware	interest	research	convert / retain
What is my problem?	**How do I fix it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • New competitions	**Content Needs:** • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Persona – Influencer (example MP) ANNEX B

Innovate UK

Profile

Name: Elizabeth
Age: 40
Industry: Government
Job title: Member of Parliament
Location: Norfolk
Twitter: @trussliz
LinkedIn: elizabeth-truss

About

- Studied Philosophy, Politics & Economics at the University of Oxford
- Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
- Became Deputy Director of Reform in 2008
- Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
- Became Junior minister in the Department of Education
- Is currently Environment Secretary

Challenge & pain point

- Offering support to constituents
- Helping SMEs in her constituency to succeed in business
- Explain how Innovate UK and government grants works her local businesses
- Regional / local funding
- Generating well paid jobs locally
- Regional investments

Attitude

- Extremely hard-working & driven
- Wants to make a difference and help her constituents
- Advocates more rigorous academic standards in schools
- Determined to ensure young people get a good education
- Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics

- Local success stories
- Community programmes
- Economic Insights
- New job creation
- Collaboration
- Research

Channel Preference

- Google Search
- Social
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
- Forums
- Online Publishers
- Innovate UK sites

Format Preference

- Articles
- Newsletters
- Policy Papers
- Reports / Surveys
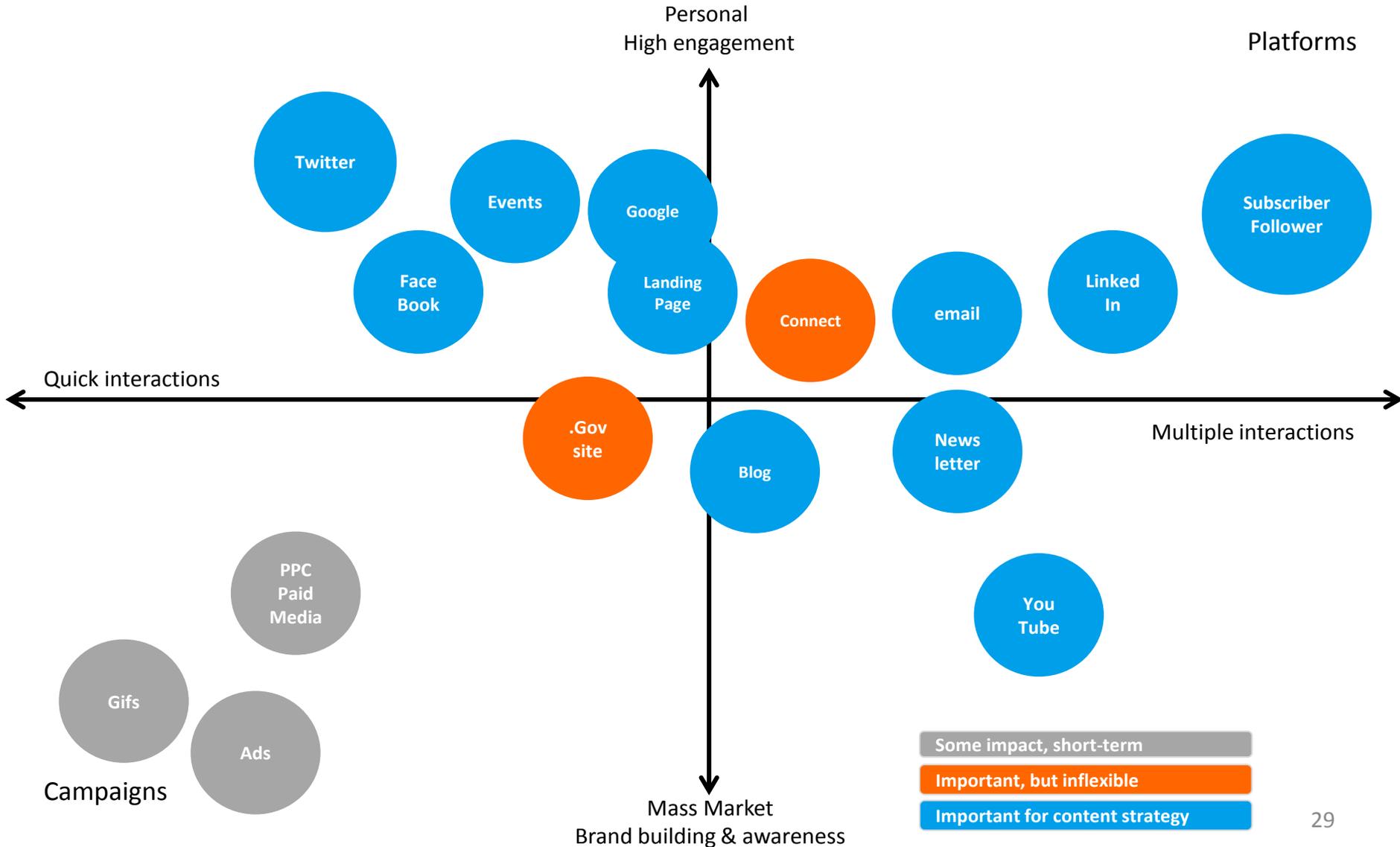- Data Visualisation
- Research Reports
- Videos

unaware	aware	interest	research	convert / retain
What is my problem?	**How do I fix it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • Competitions • Networking events • Events highlights & updates	**Content Needs:** • Sector & Industry reports • Market insights • Case Studies • Success Stories	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Brand Touch Points

- Cornerstones for building a strong brand awareness
  - Increase reach, maximise visibility & drive engagement
- It takes typically 7-12 brand touch points / experiences to generate a 'conversion'
  - Our 'conversion' metrics: Application, Subscription, Followers, Submissions
- Our digital assets and social channels are important touch points
  - Showcase content and express brand personality
- We have identified & evaluated existing channels
  - Interaction
  - Potential to build brand awareness
- Brand touch points will help validate our content strategy
  - Ensure our content is based on genuine user needs

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Innovate UK

Brand Touch Points (Channels & Formats)

Personal
High engagement

Platforms

Twitter

Events

Google

Subscriber
Follower

Face
Book

Landing
Page

Connect

email

Linked
In

Quick interactions

.Gov
site

Blog

News
letter

Multiple interactions

PPC
Paid
Media

You
Tube

Gifs

Ads

Campaigns

Mass Market
Brand building & awareness

Some impact, short-term

Important, but inflexible

Important for content strategy

29

Content Purpose – ensure that our content is designed to succeed

Based on genuine user needs

Support innovator acquisition, funneling and retention

Different audiences have different content needs at different stages

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • Competitions • Networking events • Events highlights & updates	**Content Needs:** • Sector & Industry reports • Market insights • Case Studies • Success Stories	**Content Needs:** • FAQs • Guides • Application process • Post funding support

unaware	aware	interest	research	Convert / retain

What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

Content Purpose – 6 success criteria

1

Useful

2

SEO aligned optimised for search

3

Customised for our target audiences

Inform – Educate – Inspire - Entertain

4

Demonstrates brand values & aspiration

5

Drives conversions & retention

6

Promotes engagement & virality
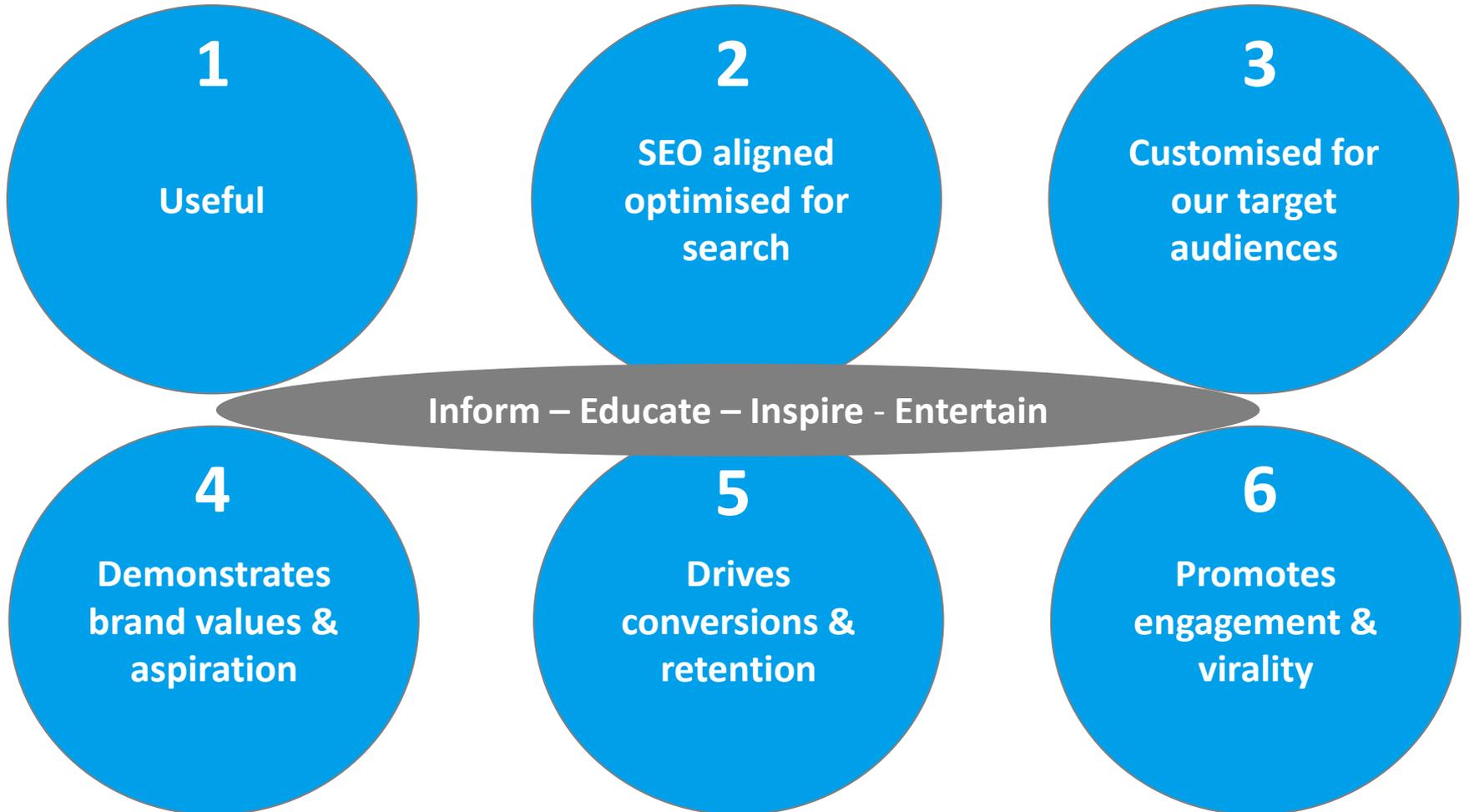
Content Purpose – 6 Success Criteria

Useful

– Satisfy a need, respond to a demand, trigger an emotion

– User requested, clear demand indicators: research, search volumes, social conversations, trends

Optimised for Search

– SEO alignment of every content format / type

– Keyword research to identify demand for / narrow focus of content to increase relevancy

Customised for target audiences

– Content that appeals our defined persona

– Content that provides a positive brand experience for our target audiences

Demonstrated brand values & aspiration

– On-brand: Brand onion, messages, proposition, difference map

– As 'The' innovation agency we demand a degree of 'aspiration' in any content we produce

Drives conversion & retention

– Subscriptions, followers, attendances, participation

– Form submissions, competition applications

Promotes engagement & virality

– Social shares, likes, comments

– External coverage – mentions, guest posts, listings

Content Formats – Audit Summary

Covered	Enhance / Optimise	Opportunities	No Need / Less Feasible
Blog posts	Landing pages	Icons	E-books
Email copy	Blog posts	Banners	White papers
Guides	Video	Gifs	Illustrations
Press releases	Guides	Animations	Podcasts
News story	InfoGraphics	Data Visualisation	Games
Case studies	Presentations	Webinars	Apps
Policy paper	Directory	Demos	
Reports	Feeds / posts		
Surveys			
FAQ			
Directory			
Events Listing			
Competitions			
Feeds / posts			
Status updates			
Video			

Creative Content Concept / Ideas – Our considerations

- Operating entrepreneurs are well catered for
  - Events, missions, competitions, success stories
- New content will focus on aspiring entrepreneurs
  - New audiences
  - Increase pipeline
  - Higher volume / demand for content
  - Higher probability for engagement/ virality
- We are not producing content for influencers
  - But content has to be on-brand and of a standard for them to support, like & share
  - Build positive relationships (media team to use content as bait / relationship retainer)
- Content purpose needs to be absolutely clear
  - Showcase innovation in context of business success, not just pure tech & science
  - Ensure our content is designed to succeed
- Series will need to have enough substance so we do not run out of juice
  - Series require 6-12 planned episodes
- Content concepts require a structured approach

SEO alignment – Key points

- Keyword research & analysis
    - Sense-check content ideas
    - Research audience, demand, KPIs
- Content format selection
    - Landing pages for thematic pages & evergreen content
    - Blog posts for topical hub & hero content
    - Video to target YouTube audiences
- Optimise all content for Search Engines & relevant Social Channels
- Content placement with external publishers, bloggers & media link back to Innovate UK assets
- Cross-linked thematic pages to blog posts & video – and vice versa
- Cross-link all content to related, relevant content on all digital assets
- Link more GOV.UK pages to other Innovate UK content, channels, blog posts & videos
- Social shares, imagery and Innovate UK assets, including links to relevant content

Full SEO alignment details in spreadsheet 'Innovate-UK-content-strategy-SEO-alignment.xls'

Content Creation - Principle

- All content produced speaks to one or all of our target audiences
  - Innovate UK persona needs
- We won't produce content without a clear purpose
  - Cross check 6 success criteria
- The need for content is researched & validated
- Content is always optimised for search (SEO) & relevant channel
  - SEO alignment
  - YouTube optimisation
- Content is produced in most suitable format first
  - We won't operate a 'video-first' strategy
- Content is the appropriate length for purpose & channel
  - 90 sec videos for aspiring entrepreneurs
  - 500 words for blog posts, 1000+ words for (thematic) landing pages
- Content will need to be designed effectively
  - Easy to re-purpose for multiple channels
  - Support content distribution & promotion
  - Reduce overall content production cost

Content Creation - Research

- Audience / keyword / social & hashtag research
  - What is the audience searching for?
  - What are they sharing?
  - What buzzwords or hooks work?
  - How much competition is there – will we penetrate through the noise?
  - What types of video do they share / like?
- Sector research
  - Most important sectors that will resonate with our target audience
- Audiovisual research
  - What is already on YouTube?
  - Does existing content work and is there scope to rank?
- Influencer research
  - Is there scope for outreach?
  - What topics do they share?
  - Are there enough high quality ones to make a difference?
- Concept research
  - Will it deliver the required ROI?
  - Will it go viral or is near impossible to share?

Content Concept - Framework

- Idea / Theme
- Description
- Research
- Primary Message
- Story Outline, Narrative
- Scope
- Purpose
- Hook
- Tone of Voice
- Effort
- Content
- Primary / Secondary Audience
- Category
- Frequency
- Primary / Secondary Formats
- Video / Visual Style
- Sound
- Video Example
- Delivery Date

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BUILDING DIGITAL SUCCESS STORIES

Innovate UK

Creative Content Concept - Ideas

Women in Tech   Innovation girls   Queen or lady of innovation

Future predictions   **Essential**

selections   **Breaking records**   **Jargon buster**   **Innovation**

superstars   **From Innovation to commercial Success**   **Hot or not**   **The**

one to watch   **Growth busters**   **Technology in a nutshell**

Events insider   **Solving the world's problems, one innovation at**

a time   **What if?**   **What's up Doc**   **Only in Britain**

Innovation Snacks   **Tomorrow's world (Time capsule)**   **Live Demos**

Back in the day   **Breaking Tech shackles**   **Teen tech**   **Future gadgets**

Technology fails   **Mature tech**   **Tech by regions**   **Day in the life**

Breaking out of the shed   **My story**   **Crossing the line**   **Who**

else can help you? (associations)   **Top resources**   **How to**   **Essential tools**

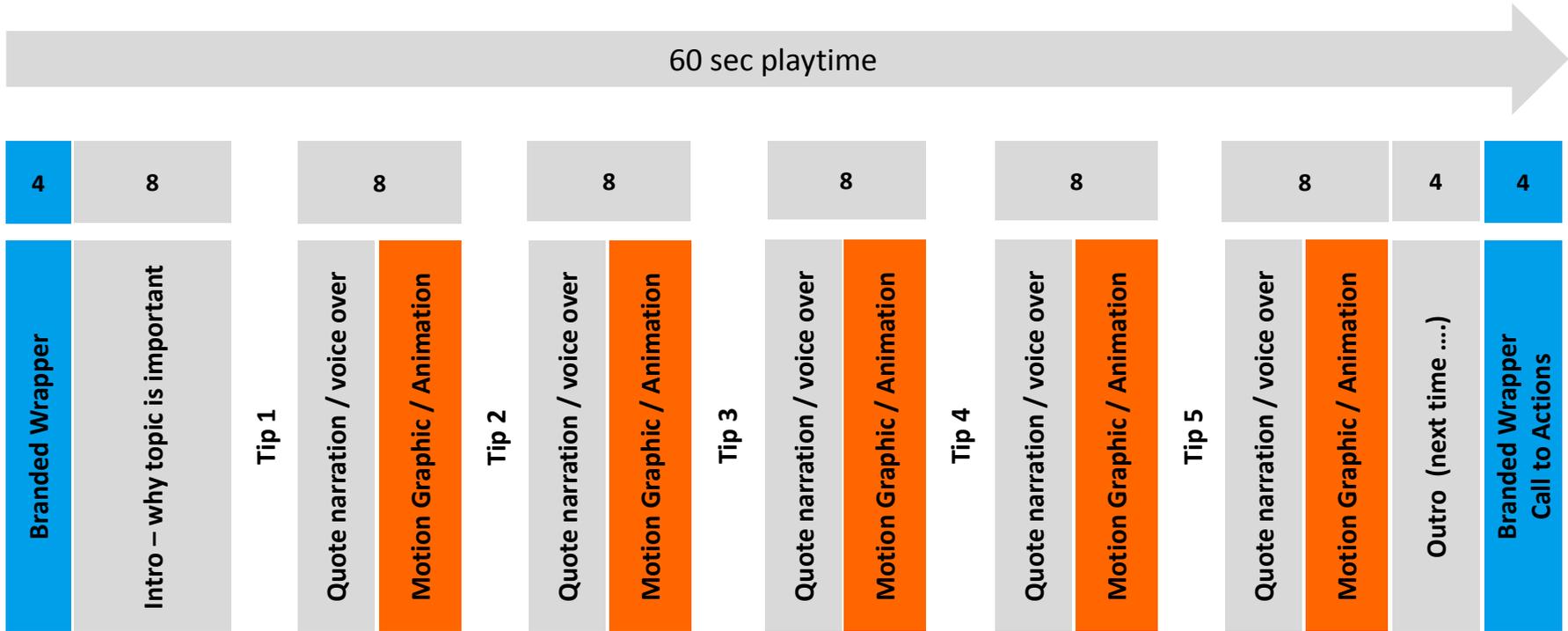**My story as an innovator**   **Voting videos**

Content Concepts – Q4

- Essential Selections
  - Appeals to aspiring entrepreneurs
  - High engagement potential
  - Lower production cost

- Future Predictions
  - Totally on brand (innovation, Innovate UK insights, likely future business success)
  - Flagship content, showcasing everything Innovate UK stands for
  - Appeals to aspiring & operating entrepreneurs
  - Very high engagement (virality) potential, ideal for influencer outreach
  - Already proven traction (FashionTech video in top 15 of all time videos within weeks)
  - High production cost (to ensure credibility & trust)

- Women in Tech
  - Appeals to aspiring (women) entrepreneurs
  - A subject we need to care about (as 'the UK Innovation agency')
  - In demand topic – search & social
  - High engagement potential
  - Medium production cost

Creative Content Concept – Essential Selections

Idea / Theme	Essential Selections
Description	Featuring Innovate UK's Essential selections of tips, advice and how to info. The tips should come from an authority in the space. The topics will cover a wide array of relevant tasks aspiring innovators will need to carry out: Startup tips, networking, essential resources, finances, funding, marketing, etc.
Primary Message	Innovate UK is an authority that not only helps with funding but helps commercialise your idea / business.
Story Outline, Narrative	Set the scene by outlining why the topic is important for success with a presenter / narrator, then swiftly moves on to the list of 3-5 essential tips using graphics, text, screenshots and narration - each selection needs to be short and impactful in order to keep the audience engaged.
Scope	Series of 12 videos aimed at the aspiring innovators, helping them in important business related tasks and processes - graphic illustrations of key processes, tips from leading innovators, commercial & research organisations.
Purpose	Inform & Educate, Help & Guide
Hook	Learn important skills and resources, discover, grow, succeed, innovate, ignite
Tone of Voice	Fast paced, impactful.
Effort	Medium / low - requires some research up front, no 3d or complex animation required. Also requires influencer tips (can be done either by email and using their tip without filming them or filming talking head).
Content	live action, motion graphics, screen grab.
Primary Audience	Aspiring Innovator.
Frequency	Monthly
Primary Format	Blog post
Secondary Formats	Video, infographics, social icons, promotional banners, short clips
Video / Visual Style	Motion graphics, screen grabs, voiceover and / or host, make cost effective by filming host in one go for all other vids if successful
Sound	Music, voice over

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BUILDING DIGITAL SUCCESS STORIES

Innovate UK

Video Concept Production – Essential Selection

60 sec playtime

| 4 | 8 | | 8 | | 8 | | 8 | | 8 | 4 | 4 |

Branded Wrapper

Intro – why topic is important

Tip 1 | Quote narration / voice over | Motion Graphic / Animation

Tip 2 | Quote narration / voice over | Motion Graphic / Animation

Tip 3 | Quote narration / voice over | Motion Graphic / Animation

Tip 4 | Quote narration / voice over | Motion Graphic / Animation

Tip 5 | Quote narration / voice over | Motion Graphic / Animation

Outro (next time ....)

Branded Wrapper Call to Actions

Video Section

Live / Stock Video
Presenter, interviews
Narration / Voiceover
Sector B role

Bespoke
Motion Graphic
Animation
Illustration

Common Series
Elements
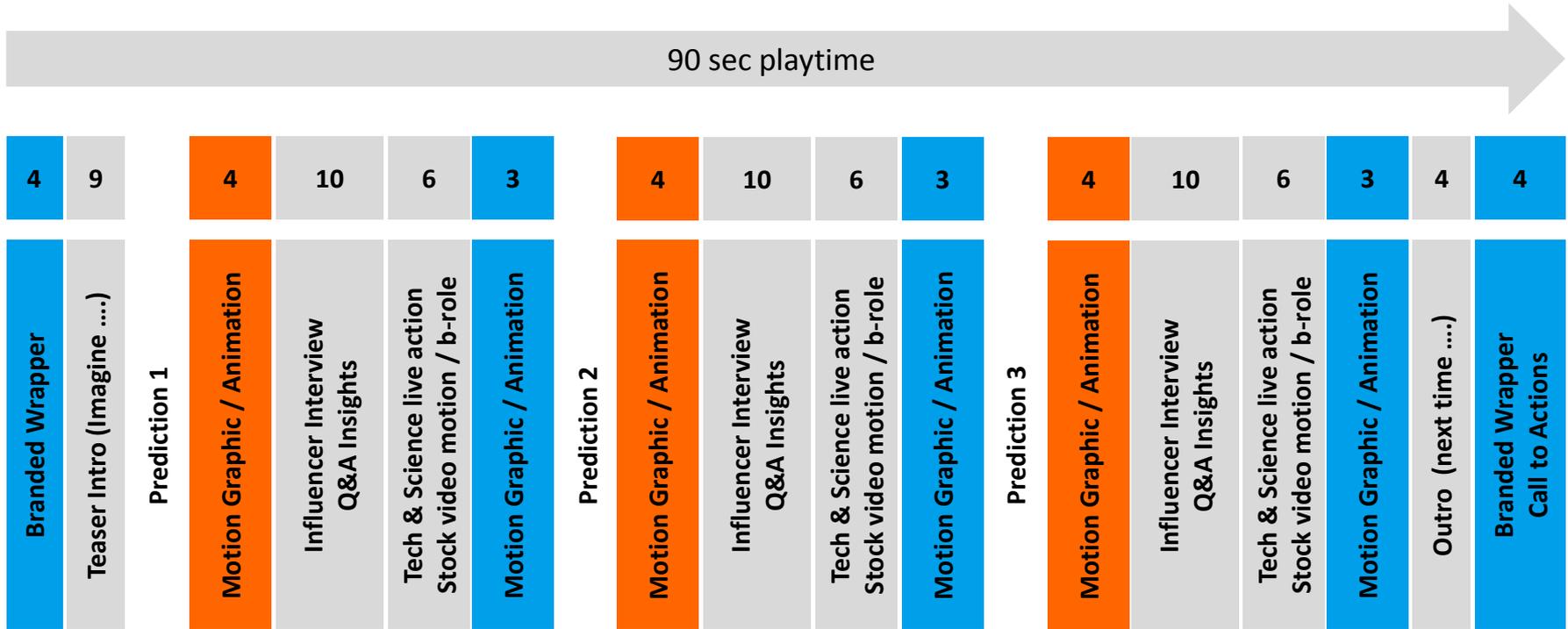**Branded Content**
Motion / Animation

Creative Content Concept – Future Predictions

Idea / Theme	Future Predictions
Description	Featuring imaginary future commercial application of technology & science innovation (sector by sector), together with short predictions from Innovate UK, contribution from innovators, scientists and influencers. Showcase people & advanced tech on the forefront in each sector and live shoots in their environment. Showcase how tech & science innovation will shape future business and make a difference to our life's
Research	Sort (priorities) series by most exciting sectors first (requires Innovate UK input). Interview innovators on 'out there' application in their tech / science sector. Find events, social conversations, # & trending topics that may confirm & amplify our predictions.
Primary Message	Innovate UK understands, finds, funds & supports tech & science that will successfully shape our future - (invention + commercial applications)
Story Outline, Narrative	Imagine the future 10-15 years from now. Presenter / narrator setting the scene with bold opening statements. Make firm predictions on future applications, based on today's scientific & technological progress, blended with short live interviews, innovator predictions. Keep story going with inserts of motion graphics, illustrations and animation to visualise the future.
Scope	Series of 12 videos providing a glimpse into most innovative tech & science by sector, graphic illustration of key innovations, processes, comments from leading innovators, commercial & research organisations, narrated by presenter, cutting edge visuals & sounds.
Purpose	Inspire
Hook	Future, imagine, dream, discover, innovate
Tone of Voice	Fast-paced and dynamic with fast cuts. Excited, multitude of voices (presenter, interviewee)
Effort	high, because of research, video elements (live shoots, graphic motion, animation). Pre & post production, the video must have credibility and stand up to scrutiny if Innovate UK is to be considered an authority, creative concept and development, scriptwriting, storyboarding, creative direction, sound editing. Cost could be reduced by creating standard brand assets & common elements used across all videos - sting and outro, graphic elements
Primary Audience	Aspiring Entrepreneur
Secondary Audience	Sector influencers, operating entrepreneurs, stakeholders,
Frequency	Bi-Monthly
Primary Format	Video
Secondary Formats	Blog post, infographics, social icons, promotional banners
Video / Visual Style	visual treatments live shoot, tech in action, interviews, motion graphic inserts, presenter
Sound	sound design, music, voice over

43

Creative Content Concept – Future Predictions – Execution

- Create a credible, but exciting future vision
  - #FashonTech
    - Invisible clothing
    - Digital skin
    - Fabrics sensing environment
    - Garments talking to each other digital
  - #HealthTech / #MedTech
    - Digital tattoos
    - Nano bots
    - 3D printable body parts
    - Autonomous robot doctors
    - Backup memory to cloud
- Highest potential for brand value communication to a broader audience
  - Innovate UK Messages
    - We are **passionate** about innovation
    - We can't stop thinking about the **future**
    - We help with turning science & technology into **business success**
    - We keep the UK globally competitive in the race for future **prosperity**
  - Innovate UK Mission
    - Accelerating UK economic growth
    - Building innovation excellence throughout the UK

Video Concept Production – Future Predictions

90 sec playtime

| 4 | 9 | | 4 | 10 | 6 | 3 | | 4 | 10 | 6 | 3 | | 4 | 10 | 6 | 3 | 4 | 4 |

Branded Wrapper · Teaser Intro (Imagine ....) · **Prediction 1** · Motion Graphic / Animation · Influencer Interview Q&A Insights · Tech & Science live action Stock video motion / b-role · Motion Graphic / Animation · **Prediction 2** · Motion Graphic / Animation · Influencer Interview Q&A Insights · Tech & Science live action Stock video motion / b-role · Motion Graphic / Animation · **Prediction 3** · Motion Graphic / Animation · Influencer Interview Q&A Insights · Tech & Science live action Stock video motion / b-role · Motion Graphic / Animation · Outro (next time ....) · Branded Wrapper Call to Actions

Video Section

Live / Stock Video
Presenter, interviews
Narration / Voiceover
Sector B role

Bespoke
Motion Graphic
Animation
Illustration

Common Series
Elements
Branded Content
Motion / Animation

45

Creative Content Concept – Women in Tech

Idea / Theme	Women in Tech
Description	Featuring leading women in innovation, technology, science, aim for established names with a 'celeb' factor for maximum visibility. Key achievements to date: Interview, Q&A, Milestones, Achievements. The journey: Interview, Q&A, Challenges, Barriers, Perceptions, Anecdotes. Advice to the audience: Interview, Q&A, Insights, Tips, Advice.
Research	Sort (priorities) series by most exciting sectors first (requires Innovate UK input). Research, shortlist, most interesting women and journeys out there. Find women influencers, social conversations, # & trending topics to help with interview / Q&A topics.
Primary Message	Women can become world beaters too. Look how women succeed in innovation.
Story Outline, Narrative	Make a bold opening statement 'Women in tech is not a disadvantage, it is a USP and here is why' Explore achievements, the journey and extract valuable advice from successful women innovators. Conversational with inserts of motion graphics and stock motion to enhance the cut between sections.
Scope	Series of 12 videos insights from successful women in tech by sector. Cover 3 sections: Key achievements to date, their journey, their advice to our audience: Interview, Q&A, graphic motion and sector stock motion between sections.
Purpose	Inspire
Hook	Learn, succeed, innovate, ignite
Tone of Voice	Fast paced, fast cuts, excited, fun, multitude of voices (interviewee, narrator or voice over)
Effort	Medium, because of research, video elements (live shoots, but only simple graphic motion & stock motion). Pre & post production, the video must have credibility and stand up to scrutiny if Innovate UK is to be considered an authority, creative concept and development, scriptwriting, storyboarding creative direction, sound editing. Cost could be reduced by creating standard brand assets & common elements used across all videos - sting and outro, graphic elements.
Content	Original live
Primary Audience	Aspiring Entrepreneur
Secondary Audience	Sector influencers, operating entrepreneurs, stakeholders,
Frequency	Bi-Monthly
Primary Format	Video
Secondary Formats	Blog post, social icons, promotional banners
Video / Visual Style	visual treatments live shoot, tech in action, interviews, motion graphic inserts, presenter
Sound	music, voice over

46

Creative Content Concept – Women in Tech – Execution

- Create aspiring content
  - Topics
    - What it's really like to be a 'woman in tech'
    - Innovation does not know your gender, what you look like and what you think
    - Getting More Women in Tech (My story in innovation)
    - The Most Powerful Women In Tech (The most successful women innovators)
    - Women in Technology Inspiring the next generation of female engineers
    - How I succeeded as a woman in innovation
    - Innovation & sex (gender)
  - Key Messages
    - Women in Tech – is not a disadvantage, it is a USP
  - Captivating Structure
    - Achievements
    - Journey
    - Advice
- High potential for visibility & engagement
  - 50% of our potential target audiences are women
    - Women in business – a highly talked about and engaging subject
    - Tone of voice important – see recent fails (IBM hairdryer)
  - For Innovate UK as major gov. agency, engaging with women in tech is essential

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![Innovate UK]

Video Concept Production – Women in Tech
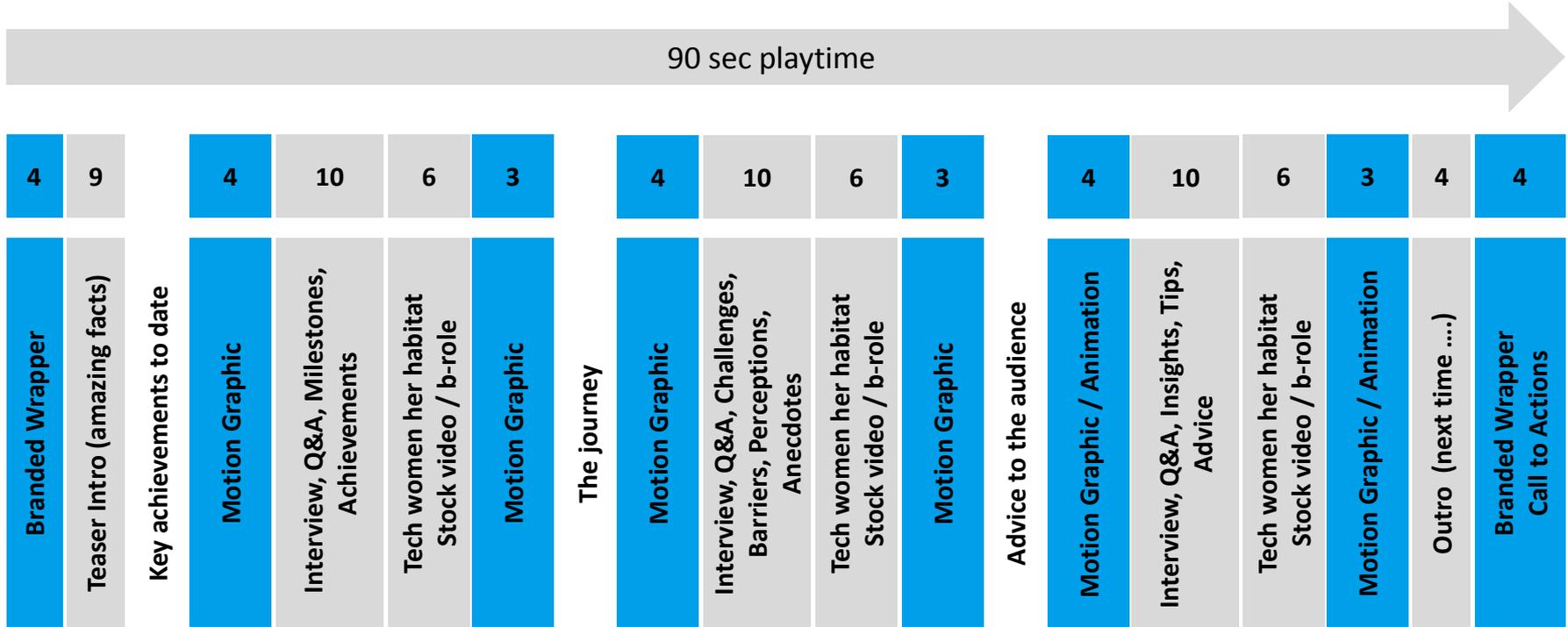
90 sec playtime

| 4 | 9 | | 4 | 10 | 6 | 3 | | 4 | 10 | 6 | 3 | | 4 | 10 | 6 | 3 | 4 | 4 |

- Branded Wrapper
- Teaser Intro (amazing facts)
- Key achievements to date
- Motion Graphic
- Interview, Q&A, Milestones, Achievements
- Tech women her habitat Stock video / b-role
- Motion Graphic
- The journey
- Motion Graphic
- Interview, Q&A, Challenges, Barriers, Perceptions, Anecdotes
- Tech women her habitat Stock video / b-role
- Motion Graphic
- Advice to the audience
- Motion Graphic / Animation
- Interview, Q&A, Insights, Tips, Advice
- Tech women her habitat Stock video / b-role
- Motion Graphic / Animation
- Outro (next time ....)
- Branded Wrapper Call to Actions

Video Section

Live / Stock Video
Presenter, interviews
Narration / Voiceover
Sector B role

Bespoke
Motion Graphic
Animation
Illustration

Common Series
Elements
Branded Content
Motion / Animation

48

Video / Series Production - Digital Assets
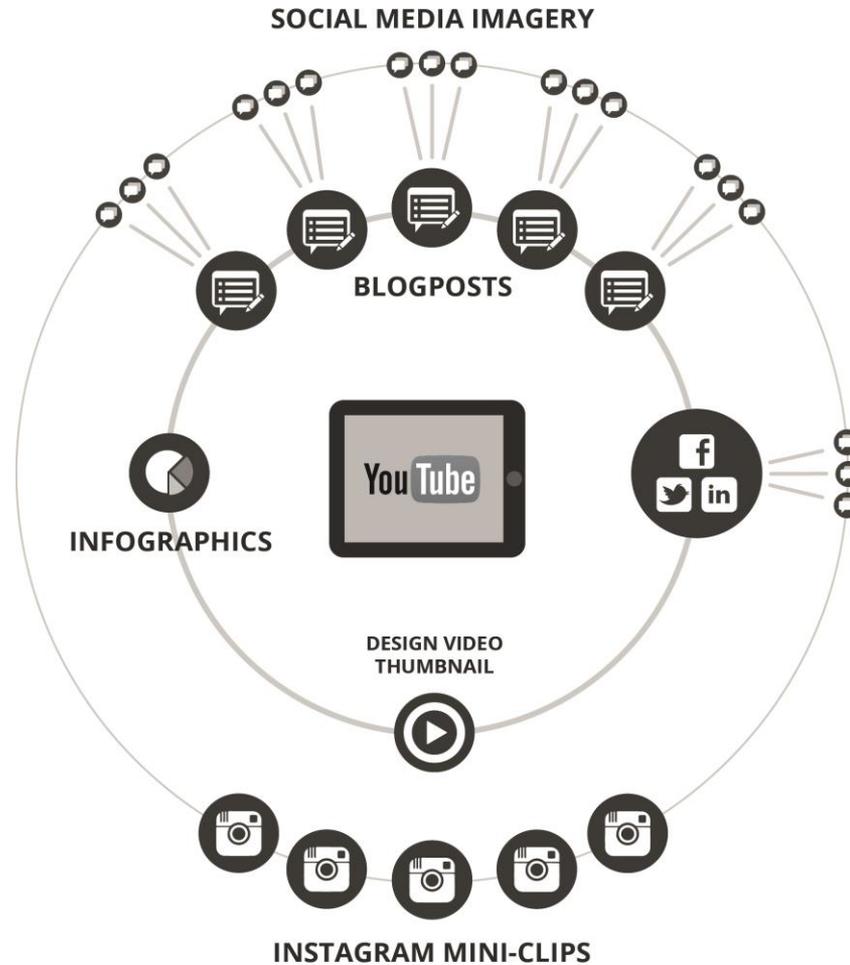
Video / Series Production - Digital Assets

- 1 x Development of comment video series components
  - Intro
  - Outro
  - Motion Graphics between section
  - Call to Actions
- 1 x Video
- 1 x Designed Video Thumbnail
- 1 X Branded Infographic
- 5 X Mini Clips
- 5 x Image / promotional banner for blog posts
- 5 x Social Media imagery / Icons

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Innovate UK

Video / Series Production - Efficiency / Reducing Costs

Social imagery
Icons for posts

Moodboards

InfoGraphics

Story, script, style, character, format

Video

Motion Graphic

Live Action

51

Video / Series Production - Play Time v Abandon Rate

AUDIENCE ONLINE VIDEO ABANDON RATE
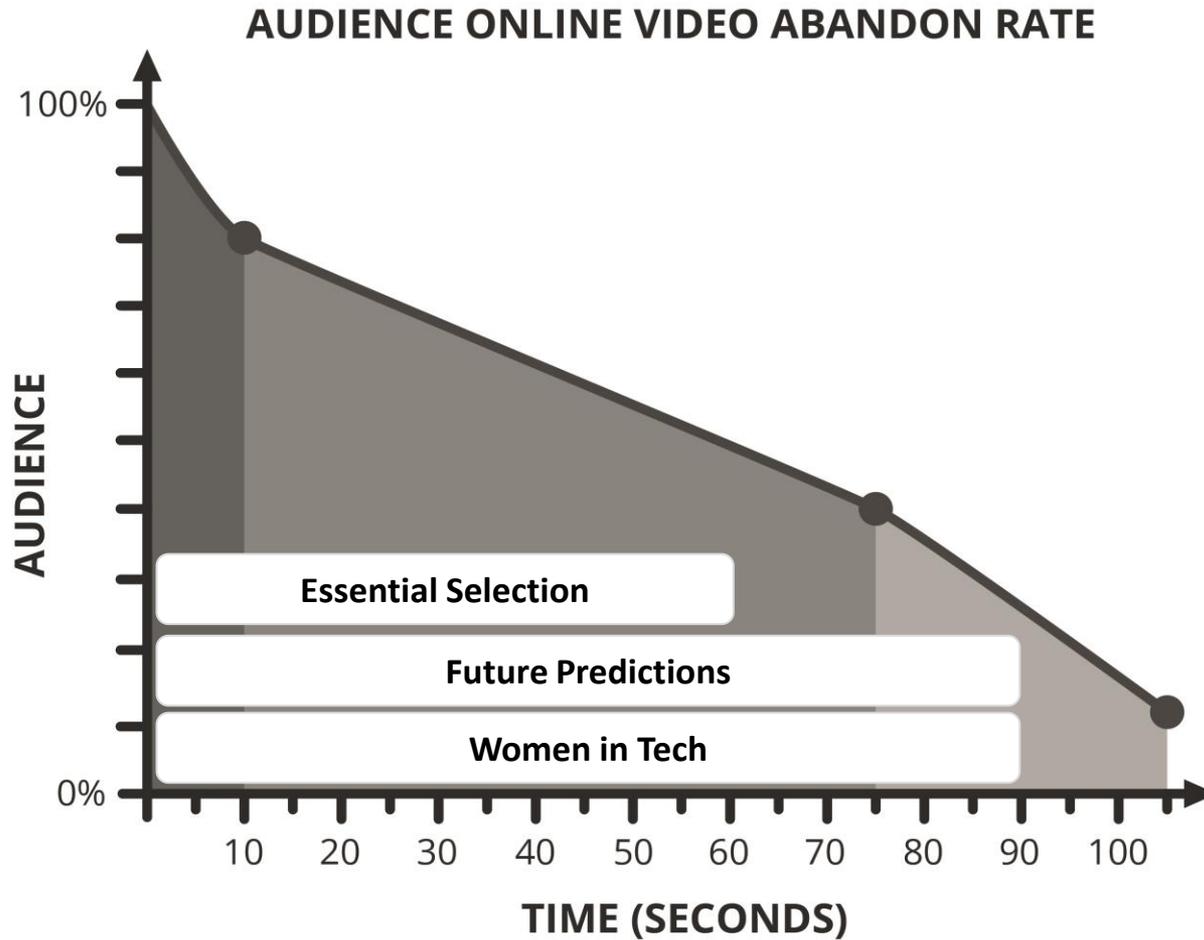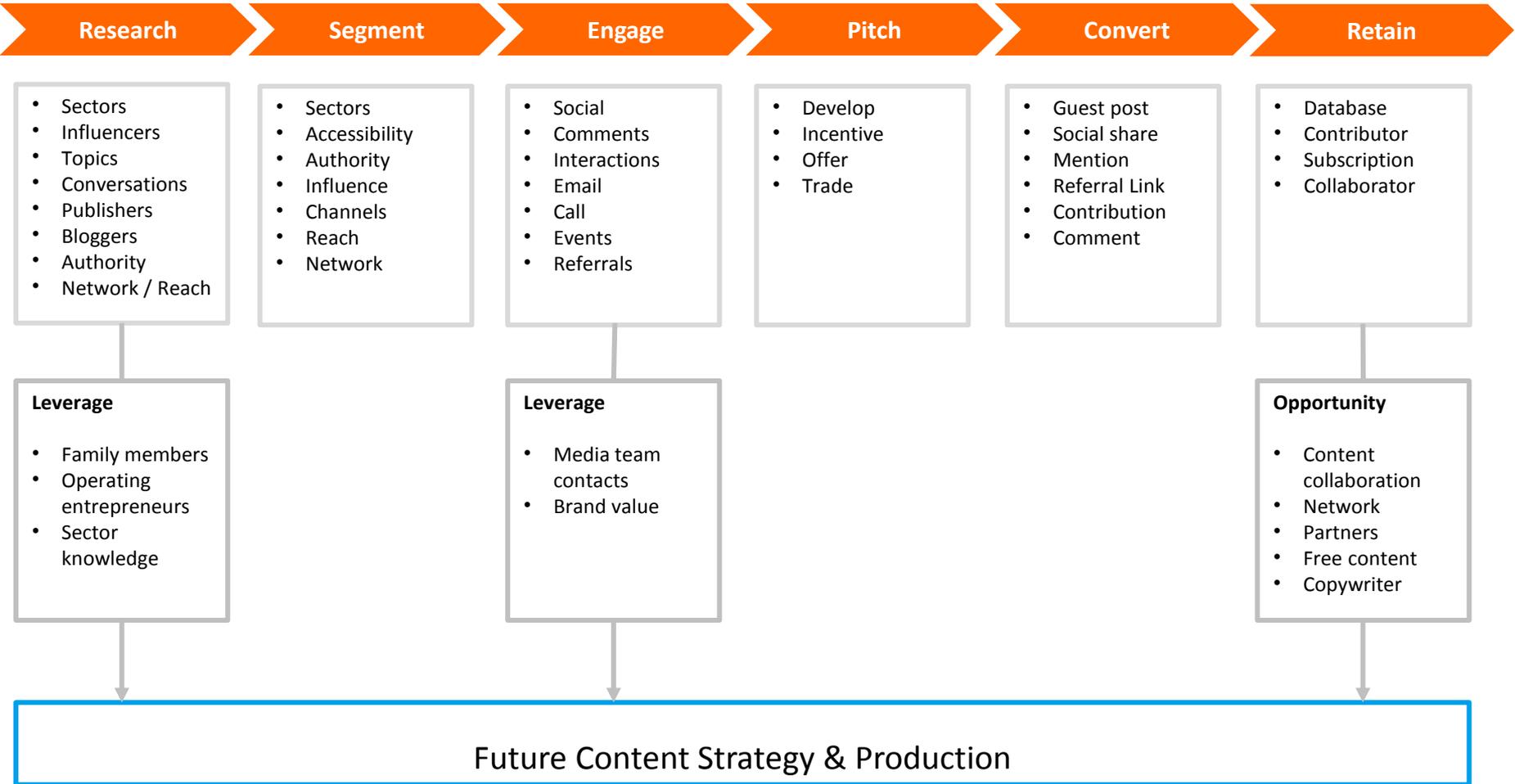
Social Channel Strategy

- Our Social Channel are critical for our content strategy
- Unlike gov.uk, Social Channels such as YouTube, Twitter allow us to show brand personality
- Our Social Channels are essential for reach, content distribution and promotion

Channel	Twitter	YouTube	LinkedIn	Facebook	Google+
Primary Purpose	Build reach Share Content Engage Influencers	Publish content Inspire new audiences Retain subscribers	Build reach Share Content Engage Influencers	Share content Promote content Inspire new audiences	Share Content Search Rankings SEO align
Primary Target Audience	Aspiring Operating Influencer	Aspiring Operating Influencer	Aspiring Operating Influencer	Aspiring	Aspiring
Strategy	Share new content 15+ x Re-share evergreen content Interact with influencers Engage on relevant topics	Comment on relevant YouTube channels Create playlists	Share new content Re-share evergreen content Force family to share	Share new content Engage relevant groups	Share content Increase circles
Paid Media	No paid media required Except: Special events & competitions	Paid ads to boost new videos to (YouTube) search audiences	Paid ads to boost new videos to influencers	Promoted video posts to highly relevant demographics	None

Outreach Rational

- Outreach essential to our organic content marketing strategy
  - Most cost-effective long-term marketing strategy to build brand equity
  - Quick outreach wins through Innovate UK media team
  - Outreach throughout Innovate UK family could be activated immediately
- Make new connections and build a strong network
  - Raise awareness & build reach
  - Publish / share content
  - Content collaborations (potentially reducing future content budgets)
- Boost Organic referral visitors
  - Via links on content partner page
  - Via shares through content partner social channels
- SEO aligned – outreach generates organic links
  - Link quality & quantity will help with SE rankings
  - Link quality will help with SE & YouTube authority
- Drive social brand impressions via outreach on social channels
  - More shares for future content

Outreach Process

Research	Segment	Engage	Pitch	Convert	Retain

Research
- Sectors
- Influencers
- Topics
- Conversations
- Publishers
- Bloggers
- Authority
- Network / Reach

Segment
- Sectors
- Accessibility
- Authority
- Influence
- Channels
- Reach
- Network

Engage
- Social
- Comments
- Interactions
- Email
- Call
- Events
- Referrals

Pitch
- Develop
- Incentive
- Offer
- Trade

Convert
- Guest post
- Social share
- Mention
- Referral Link
- Contribution
- Comment

Retain
- Database
- Contributor
- Subscription
- Collaborator

Leverage
- Family members
- Operating entrepreneurs
- Sector knowledge

Leverage
- Media team contacts
- Brand value

Opportunity
- Content collaboration
- Network
- Partners
- Free content
- Copywriter

Future Content Strategy & Production

Paid Media Rational

- Immediacy
  - paid media offer assured, immediate traffic
- Reaching new target audiences
  - reach new audiences, outside of Innovate's existing family, networks and communities
- Targeting & Segmentation
  - target very specific audiences for relevant content
- Measurement, ROI & Learning
  - track KPIs to shape successful content strategies, saving money in the long run
- Ability to trial & test
  - test content performance before committing bigger budgets to any specific content ideas
- Paid YouTube Ads
  - increase views over days, rather than months, boosting popularity in addition to relevancy
- Acceleration
  - Aaccelerate both paid and organic views, which will uplift engagement and visibility

Note: We only recommend paid media use to boost new content or events

2016 Draft Content Roadmap

Description		Jan-16	Feb-16	Mar-16	Apr-16	May-15	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Video - Essential Selection - Concept & Digital Assets		▓											
Video - Essential Selection - Production (Tips)			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Video - Essential Selection - Research / resource, keyword, social		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Video - Future Predictions - Initial Concept Asset Dev				▓			▓			▓			
Video - Future Predictions - Production				▓		▓		▓		▓			
Video - Future Predictions - Research / keyword & social		▓		▓			▓			▓		▓	
Video - Women in Tech - Concept & Digital Assets				▓									
Video - Women in Tech - Production					▓	▓	▓	▓	▓	▓			
Video - Women in Tech - Research / keyword & social							▓			▓			
Video - Success stories - Intro / Outro Digital Assets		▓											
Video - What if - Initial Concept Asset Dev												▓	
Video - What if - Production													▓
Video - What if - Research / keyword & social											▓		
Guest posts - copywriting for external video placement			▓	▓	▓	▓	▓	▓	▓	▓	▓		
Blog - copywriting for Innovate UK blog video placement			▓	▓	▓	▓	▓	▓	▓	▓	▓		
Blog - Essential Selections (Tools & Resources)			▓	▓	▓	▓	▓	▓	▓	▓	▓		
Blog - Women in Tech (Innovation girls - interview)			▓				▓			▓	▓		

The 2016 Budget

- Content - £215k

- Distribution & promotion - £96k

- Assumptions:
  - Video content production outsourced, except success stories, events & competition content
  - Blog posts & copy for 4 concepts and related outreach is outsourced
  - Video content production will deliver creative assets for outreach, promotion & distribution
    - Upfront cost for each video series higher, which will reduce unit cost per video
    - Effectively generating a saving on required creative assets for promotion
  - Promotion / distribution cost per month is fixed
    - Despite increased content production activities
    - Knowledge transfer & support will make process more effective & efficient
    - Actual unit cost for reach & brand visibility is reducing over time
  - Promotion / distribution cost is a reflection of the estimated effort required to achieve KPIs
    - Cost estimates for current outsourced approach
    - Option to build up in-house resource / develop capabilities and insource at any time
  - Paid Media budget to kick start and boost new content only
    - No plans for large scale, sustained paid media campaigns

2016 Content Budget

Description	Jan-16	Feb-16	Mar-16	Apr-16	May-15	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Video - Essential Selection - Concept & Digital Assets	£5,000											
Video - Essential Selection - Production (Tips)	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000	£4,000
Video - Essential Selection - Research / resource, keyword, social				£450	£450	£450	£450	£450	£450	£450	£450	£450
Video - Future Predictions - Initial Concept Asset Dev		£15,000										
Video - Future Predictions - Production		£7,000		£7,000		£7,000		£7,000		£7,000		£10,000
Video - Future Predictions - Research / keyword & social				£975		£975		£975		£975		£975
Video - Women in Tech - Concept & Digital Assets			£10,000									
Video - Women in Tech - Production			£6,000		£6,000		£6,000		£6,000		£6,000	
Video - Women in Tech - Research / keyword & social					£975		£975		£975		£975	
Video - Success stories - Intro / Outro Digital Assets	£4,000											
Video - What if - Initial Concept Asset Dev											£15,000	
Video - What if - Production												£8,000
Video - What if - Research / keyword & social											£975	£975
Guest posts - copywriting for external video placement	£300	£300	£300	£750	£750	£750	£750	£750	£750	£750	£750	£750
Blog - copywriting for Innovate UK blog video placement	£225	£225	£225	£225	£225	£225	£225	£225	£225	£225	£225	£225
Blog - Essential Selections (Tools & Resources)	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600
Blog - Women in Tech (Innovation girls - interview)	£0	£600	£0	£600	£0	£600	£0	£600	£0	£600	£0	£600
Total	**£14,125**	**£27,725**	**£21,125**	**£14,600**	**£13,000**	**£14,600**	**£13,000**	**£14,600**	**£13,000**	**£14,600**	**£28,975**	**£26,575**

2016 Support, Distribution & Promotional Budget

Description	Jan-16	Feb-16	Mar-16	Apr-16	May-15	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Guest post - research, engagement, pitch	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875	£1,875
Video - Social share & distribution	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125	£1,125
Reach building & content specific engagement	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500
Micro copy & imagery	£375	£375	£375	£375	£375	£375	£375	£375	£375	£375	£375	£375
Content production support	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600
Best practice, SEO	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300
Monitoring & reporting	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450
PPC / Maid Media Management	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600	£600
Management & Meetings	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200
Total	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**	**£8,025**
Media Budget	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**	**£2,000**

Content Marketing Team / Resourcing
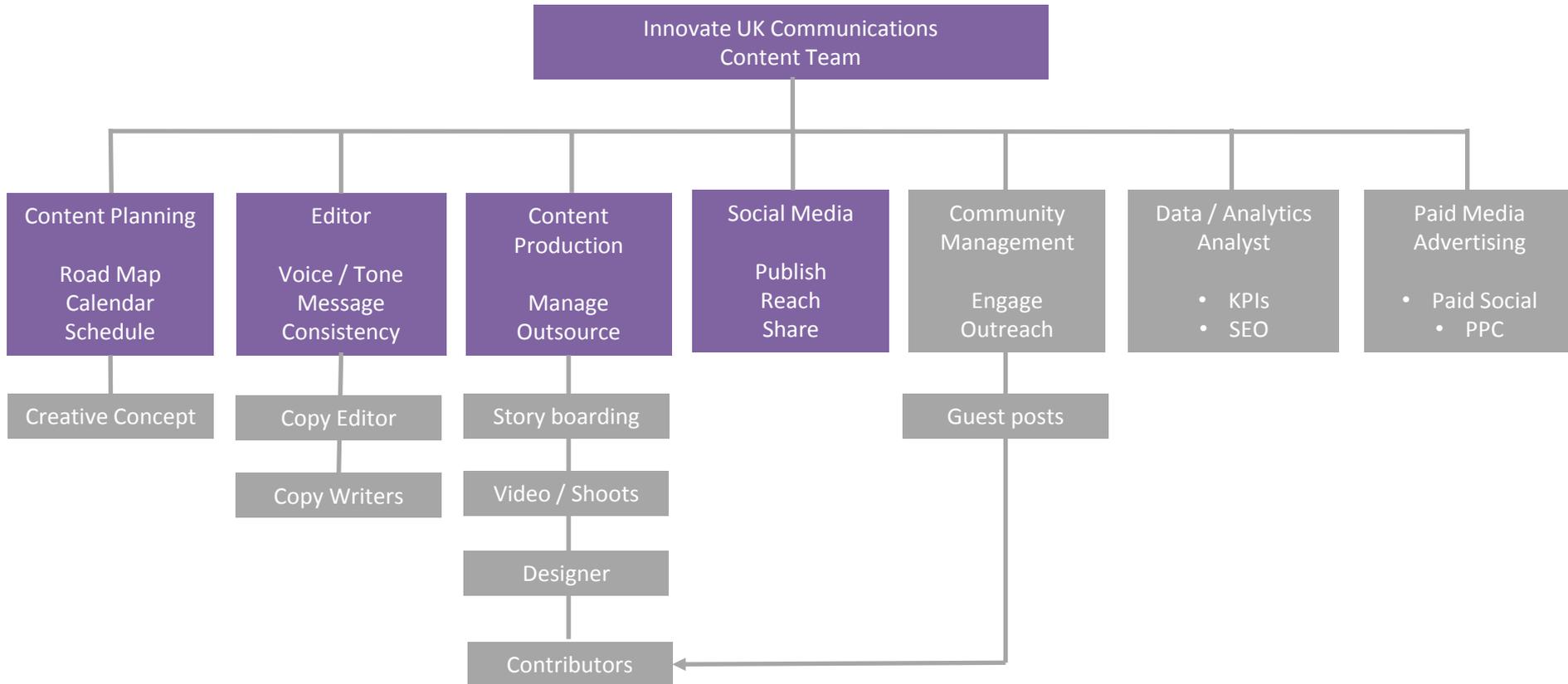
The 2017 Budgets

- We typically work on a 2/3 content and 1/3 distribution cost split

- £150k budget
    - £100k content
    - £50k promotion
    - This budget would not achieve our target KPIs
- £250k budget
    - £165k content
    - £85k promotion / outreach
    - Feasible, but still a little too low to achieve our target KPIs
- £500 budget
    - £300 content
    - £200 promotion / outreach
    - Here we would allocate more funds into outreach to drive more collaboration / contribution
    - We would expect collaborations and more contributors to lead to more free content

Appendices

The Brief

- Develop a consistent content strategy to increase awareness of the organisation.

- Understand our options and associated costs. We work to a digital first principle but do produce a range of printed materials.

- Develop our approach to developing a mature content strategy and to help us devise a three month content test to help us plan our next 12 months of content.

- Create a fully costed and detailed strategic plan for the development of a content strategy and a content plan, content creation and promotion/distribution for the first three months.

- Test, in those first three months, three content themes and use the learning from that test to inform our content decisions for the next 12 months.

- Understand how to bring our content together across web and offline to build brand awareness.

KPIs – what to measure?

- Content Performance
    - (Unique) Views
    - Entrance page
    - YouTube Search %
    - Referrals (Social & Authority)
    - Dwell time
    - Page per visit
    - Bounce Rate
- Audience Engagement
    - Traffic by channel
    - Content shares
    - Comments
- Authority
    - Ranking
    - Inbound Links
    - DA / PR (less relevant as .gov dominates)
- Social proof / signal
    - Reach, followers, subscribers
    - Shares, likes, RT, FV, MT,
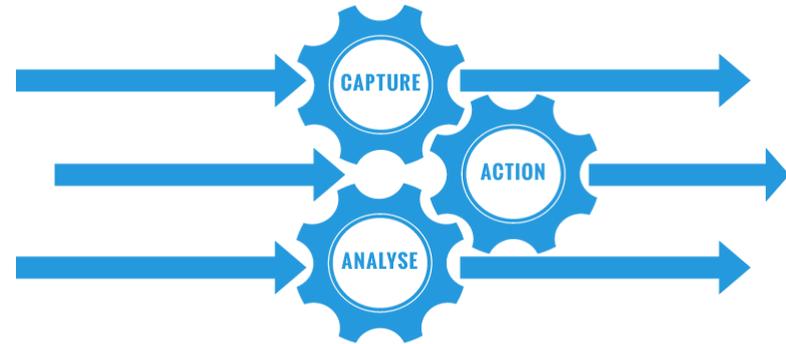
Agency 'Competitor' Benchmark KPIs – Average Views per Video

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
Fraunhoffer	Germany	11,100	192	27	86,630	3209
IPO	UK	45,300	287	77	83,604	1086
A-STAR	Singapore	624	110	31	19,588	632
Tech City	UK	53,600	259	53	32,070	605
ARPA	USA	13,500	578	172	92,442	537
Bpifrance	France	51,700	434	611	228,359	374
CFI	Canada	6,273		205	66,312	323
TEKES	Finland	11,500	256	315	88,639	281
Innovate UK	UK	38,300	571	294	80,209	273
Nesta	UK	67,200	225	207	36,879	178
VINNOVA	Sweden	1,120	179	911	82,949	91
Research in Germany	Germany	11,700				

- Average views per video low compared to all 'competitors' – content and / or distribution issue
- Release less videos, higher quality and focus on promotion & distribution

Agency 'Competitor' Benchmark KPIs – Total Lifetime Views

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
Bpifrance	France	51,700	434	611	228,359	374
ARPA	USA	13,500	578	172	92,442	537
TEKES	Finland	11,500	256	315	88,639	281
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Nesta	UK	67,200	225	207	36,879	178
Tech City	UK	53,600	259	53	32,070	605
A-STAR	Singapore	624	110	31	19,588	632
Research in Germany	Germany	11,700				

- Distribution & promotion

Agency 'Competitor' Benchmark KPIs – Number of Videos Published

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
VINNOVA	Sweden	1,120	179	911	82,949	91
Bpifrance	France	51,700	434	611	228,359	374
DARPA	USA	119,000	55,300	404	34,628,191	85713
TEKES	Finland	11,500	256	315	88,639	281
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Fraunhoffer	Germany	11,100	192	27	86,630	3209
Research in Germany	Germany	11,700				

- Distribution & promotion

Agency 'Competitor' Benchmark KPIs – YouTube Subscribers

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
ARPA	USA	13,500	578	172	92,442	537
Innovate UK	UK	38,300	571	294	80,209	273
Bpifrance	France	51,700	434	611	228,359	374
IPO	UK	45,300	287	77	83,604	1086
Tech City	UK	53,600	259	53	32,070	605
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Fraunhoffer	Germany	11,100	192	27	86,630	3209
VINNOVA	Sweden	1,120	179	911	82,949	91
A-STAR	Singapore	624	110	31	19,588	632
CFI	Canada	6,273		205	66,312	323
Research in Germany	Germany	11,700				

- Distribution & promotion

Agency 'Competitor' KPIs – Twitter Followers

Agency	Country	Twitter Followers	YouTube Subscribers	Number of Videos	Total Views	Average views per video
DARPA	USA	119,000	55,300	404	34,628,191	85713
Nesta	UK	67,200	225	207	36,879	178
Tech City	UK	53,600	259	53	32,070	605
Bpifrance	France	51,700	434	611	228,359	374
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VINNOVA	Sweden	1,120	179	911	82,949	91
A-STAR	Singapore	624	110	31	19,588	632

- Distribution & promotion

Content Performance – Formats

Content Format	Average Views per Month	Unique Views per Month	Average Dwell Time	Unique Views	Average Bounce
Blog posts	2,525	2,108	00:01:30	55.26%	56.30%
News stories	5,558	1,638	00:01:57	29.68%	72.41%
Case studies	729	186	00:00:53	27.28%	74.56%
Guides	735	187	00:02:54	25.69%	57.86%
Referrals	10,971	2735	00:01:49	24.93%	62.18%

	Average Views per Month		Average View Time		Average Retention
Videos	4338		00:01:39		51%

Issues / Notable

- Blog posts have a low dwell time, but the highest % of new visitors
- New stories are the most popular content format, but largely driven by 70% repeat visitors
- Case studies are the least popular content format, the lowest dwell time, 73% repeat visitors
- Guides have low a low number of visitors, despite predominant homepage link, 76% repeat visitors
- Videos, second highest views – important format going forward

Content performance – 10 most popular landing pages

Landing Page - News	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Session Duration
10m-internet-of-things-competition-for-uk-cities-launched	3,946	32.26%	1,273	81.70%	1.09	00:01:12
apply-for-business-funding-opportunities-with-the-mod	1,230	24.15%	297	89.67%	1.1	00:00:27
cyber-security-apply-now-for-business-funding	1,230	13.82%	170	72.44%	1.31	00:01:31
driverless-vehicles-apply-now-for-business-innovation-funding	1,145	18.52%	212	77.82%	1.33	00:01:07
medical-innovations-backed-by-18-million-fund	976	39.14%	382	82.58%	1.13	00:02:22
smart-cities-innovate-uk-supported-firms-rise-to-the-challenge	891	19.08%	170	80.92%	1.05	00:00:09
crowdfunding-investors-celebrate-successful-exit-from-e-car-club	806	52.61%	424	94.79%	1	00:00:02
innovate-uk-new-chief-executive-appointed	806	15.76%	127	73.70%	1.42	00:00:57
apply-now-for-business-funding-virtual-and-augmented-reality	721	64.77%	467	82.39%	1.18	00:00:11
energy-systems-catapult-birmingham-location-for-new-centre	721	47.02%	339	76.56%	1.12	00:00:56

Landing Page – Case Studies	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Session Duration
portal-entertainment-hollywood-buys-into-facial-recognition	552	46.20%	255	100.00%	1	00:00:00
stepjockey-health-app-developer-wins-600000-private-investment	297	42.76%	127	85.86%	1.14	00:00:11
clever-engineering-macrete-bridges-the-technology-gap	212	0.00%	0	80.19%	1.2	00:00:04
dearman-technology-firm-drives-a-cold-and-power-revolution	212	0.00%	0	59.91%	1.4	00:05:35
led-sleep-mask-tackles-causes-of-sight-loss	212	0.00%	0	80.19%	1.4	00:01:25
success-story-safer-more-efficient-battery-powers-jobs-growth	212	19.81%	42	40.09%	1.6	00:03:22
2-dtech-taking-graphene-out-of-the-laboratory-into-big-business	170	24.71%	42	50.00%	1.5	00:00:54
helping-smes-grow-with-funding-and-business-support	170	0.00%	0	74.71%	1.5	00:02:27
success-story-f1-technology-finds-a-way-into-buses-and-diggers	170	24.71%	42	24.71%	3.74	00:01:45
medical-imaging-diagnosing-dementia-earlier	127	0.00%	0	66.93%	1.34	00:00:10

Content performance - 10 most popular blog posts / videos

Blog Posts	Page views	Unique Page views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/2015/08/06/productivity-and-innovation/	922	798	00:02:45	575	81.39%	72.89%
/2015/08/21/from-britain-with-love/	545	483	00:03:51	430	85.81%	79.27%
/2015/08/06/welcome-to-the-innovation-jungle/	439	393	00:01:44	116	80.17%	59.23%
/2015/09/09/looking-to-broaden-and-improve-your-entrepreneurial-skills/	367	312	00:05:28	259	82.63%	74.66%
/2015/10/05/innovate-uk-funding-competitions-for-september-2015/	355	306	00:03:19	273	82.78%	76.90%
/2015/10/02/choosing-right-from-right/	318	287	00:02:54	233	87.98%	76.42%
/2015/08/06/innovate-uk-funding-competitions-for-july-2015/	317	285	00:02:04	78	84.62%	67.82%
/2015/08/19/what-are-entrepreneur-missions/	314	271	00:02:58	200	86.50%	73.25%
/2015/09/02/what-are-venturefests/	314	270	00:02:59	229	83.84%	77.07%
/2015/09/01/innovate-uk-funding-competitions-for-august-2015/	260	236	00:02:07	179	86.59%	76.15%

Video	Video length (minutes)	Watch time (minutes)	Views	Ave view duration (minutes)	Average viewed %	Watch time (hours)
Innovate UK - innovation funding application process	2.87	5381	3179	1.69	59.05%	90
Innovate UK - Funding Rules	2.38	3029	2008	1.51	63.29%	50
Introduction to the Catapults	3.05	2812	1318	2.13	69.96%	47
Innovation problems and how Innovate UK can help businesses	3.07	1421	1096	1.3	42.27%	24
Intelligent Textiles - reducing the weight burden of soldiers	3.1	1794	970	1.85	59.66%	30
Innovate UK - Digital economy strategy 2015-2018	2.98	1614	967	1.67	55.94%	27
ModCell: using straw as an alternative insulation material in homes	3.8	1527	817	1.87	49.18%	25
Space Mission 2015 â€" Lift off!	2.87	1176	773	1.52	53.07%	20
An introduction to Indian business culture	2.88	1187	721	1.65	57.1%	20
C-Enduro: A boat that goes the distance	3.32	759	471	1.61	48.57%	13

Target Audience: Operating entrepreneur – what does he want to know

Questions:	What is my problem? Growth, funds, ideas	How do I fix it? Money, help, opportunities	Are you right for me?
Looking for:	Education Information Thought Leadership	Funds Partners Solutions	Credentials Decision Support Relevant Stories
Content to share:	Trends Benchmarks Analysis Insights Featured events	How to guides How to choose a program Funding options explained Application process Competitions available Catapult, Connect, KTN	Testimonials Case Studies Success Stories Sector Focus Demos £5m revenue in 3 years

Note

- Most of current content is targeted at this group
- Plenty of content available to share & distribute
- Content strategy to focus on
  - More targeted distribution
  - More insightful trends & analysis
  - Better visualisation of date / trends
  - Sexier case studies

Target Audience: Aspiring entrepreneur – what does he want to know

Questions:	What do I want to do? career, sector, industry	How do I go about it? start up, support, network	Are you right for me?
Looking for:	Ideas Inspiration Opportunities	Support Mentors Funding	Credentials Decision Support
Content to share:	Cool tech & science stories Fun science applied Inspirational people Inspirational events Inspirational stories Relevant success stories	How to & starter guides Tips & latest trends Startup opportunities Contest participation Event participation Networking events	FAQs Guides Application process

Note

- Little current content is targeted at this group
- Not much content to share at current
- Content strategy to focus on
    – Bit-size content / simple stories
    – Infographics, gifs, banners, video
    – Audience-led storytelling
    – Audience involvement / contests

Proposition - Innovate UK Difference Map

Create for:	Date:
Innovate UK	

About Us	The market / industry	Our target audience
Innovate UK is the UK's innovation agency, finding, funding & supporting science & technology innovations that will grow the UK economy.	Innovative SMEs, applications, products & services across all major UK science & technology sectors	Aspiring & operating entrepreneurs, SMEs, government stakeholders, media, academia, researchers, investors

Purpose	People (Personas)	Personal	Perception	Product / Services
Why do we exist?	Who is it for? Why do they care?	How can we change how they feel? How can we help them?	What do they believe? What do we want them to believe?	What do they want / need? How can we create value?
Find, fund, help & support innovation	Operating entrepreneurs - need access to funds, resources, data, networks & research to #scaleup their businesses	You are not alone, support is at hand.	Launching / growing a tech business is tough	Money to fund ideas, tests & trials
Provide innovation capital to develop technology and exploit commercial opportunities		Fund their projects to successfully launch products & services	Success requires more than just a great idea	Enable collaboration
	Aspiring entrepreneurs - need a starting point to #startup / grow their idea / business as well as inspiration & support	Provide research data and insights	Strategic innovation doesn't just happen. It needs collaboration between business, government & research	Support to get going
Keep the UK globally competitive in the race for future prosperity		Provide access to people, networks & connections		Network to share knowledge
	SMEs in UK are less innovative than their European competitors	Inform, educate & inspire with relevant content	Direct public investment in innovation is an investment for the future	Investment in longer term, higher-risk projects with higher social returns

76

Innovate UK Offering / Services

Accelerating UK economic growth.	Building innovation excellence throughout the UK	Developing Catapults within a UK innovation network	Working with the research community and across government	Alternative Finance
This has always been the mission of Innovate UK and going forward we will raise our level of ambition for the UK by enabling the very best, high potential businesses to scale all the way to highly productive mid sized companies embedded in the value chains of key sectors.	The Science and Innovation Strategy recognised for the first time the importance of place. The government's Productivity Plan, calls for resurgent cities, a rebalanced economy and a thriving Northern Powerhouse. Recently BIS published an analysis of the geographic distribution of Innovate UK's investments. You might be surprised to learn that if you look at our expenditure by head of population, the top three regions, which won Innovate UK funding in 2013-14, were the North East, the South West and the East Midlands. Scotland won exactly the same level of investment as the South East and the investment in London was less than the UK average. The competitions Innovate UK are running are successfully identifying innovation right across the UK and our new level of ambition is to build on those local strengths and to encourage the scaling up of highly productive businesses throughout the UK.	Where do you go for help if you want to move your business onto the leading edge? Each of the Catapults brings together under one roof in depth expertise and equipment which enable companies to reinvent themselves and transform the way they do business, whether that is in High Value Manufacturing, Satellite Applications or in the future, Medicines Technologies (the very latest member of the Catapult network to be announced). The government's Productivity Plan also recognises the critical importance of transforming the UK's transport, energy and digital infrastructures in order to strengthen productivity and each of these is a priority area in Innovate UK's investment plan and a key focus of our Catapult network.	We have an outstanding research base in the UK, creating new opportunities and a fresh perspective on the challenges ahead. Our plan seeks to raise the level of ambition in translating and commercialising that research within the UK economy or the spillover effects will simply be left to fuel the productivity growth of our global competitors. The government Productivity Plan also calls for an improvement in public sector productivity to benefit the economy, taxpayers and those who use public services. There is a powerful win-win here for the government if it seeks out the innovative ideas that agile new businesses can provide and in return gives them the credibility of having the government as a lead customer.	For those activities, which are closer to market and where business confidence is higher, there are opportunities for Innovate UK to enable commercial finance to be brought in much earlier. This in turn would allow Innovate UK itself to be more efficient in the use of its own investments.

Persona 2a – Aspiring Entrepreneur ANNEX B

Profile

Name: Vivian
Age: 24
Company: Sparrho
Industry: Software
Job title: Business Dev Manger
Location: Swindon
Company Size: 5
Twitter: @vivianchan_s
LinkedIn   vchan

About

- PhD at University of Cambridge in Biochemistry
- One year working in a venture fund in Australia.
- Joined the Cambridge University Technology Enterprise Club (CUTEC)
- CUTEC President and Chairman.
- Took part in the inaugural cohort of Entrepreneur First
- Just starting Sparrho as co-founder

Challenge & pain point

- Relies on her own network
- Validating business ideas
- Business proposition / pricing
- Start-up funding
- Recruitment

Attitude

- Strong advocate for women in STEM
- Taught herself coding
- Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

- Audience-led storytelling
- Audience involvement / contests
- Up and coming superstars
- Women in tech
- Science explainers
- What's hot in tech

Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

Format Preference

- Forums
- Video
- Blog Posts
- Articles
- Infographics
- Gifs
- Webinars / Hangouts

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

Persona 2b – Aspiring Entrepreneur   ANNEX B

Profile

Name: Tunde
Age: 19
Company: TalentHunt
Industry: Recruitment
Job title: Partner
Location: Birmingham
Company Size: 2
Twitter: @tundeyus
LinkedIn: tunde-yusuff

About

- Attended the College of North London where he studied business and entrepreneurship
- Held part-time jobs involved with giving children in poor areas access to education & sports
- Took part in three month internship at 'Enternships' as a Business Development Executive
- Sat on the Entrepreneurship Society committee at College.
- Works on an idea for disruptive data driven community recruitment

Challenge & pain point

- Validating / developing business idea
- Relies on his own network
- Business Support
- Start-up funding
- Pitching

Attitude

- Strong interest in the startup world
- Passionate about connecting with others in the world of startups
- Inspired by innovative, disruptive businesses
- Cares deeply about economic empowerment, children, civil rights and social action

Appealing Messages / Topics

- Audience-led storytelling
- Leaders that make a difference
- How I grew my business
- Cool tech and inventions
- Solving world problems
- Jobs of the future

Channel Preference

- Google Search
- Social Media
    - LinkedIn
    - Twitter
    - Facebook
    - YouTube
- Bloggers
- Online publishers
- Forums

Format Preference

- Video
- Presentations
- Blog Posts
- Articles
- Data Visualization
- Infographics
- Case Studies

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

79

Persona 2c – Aspiring Entrepreneur

Innovate UK

Profile

Name: Benjamin
Age: 33
Company: Studio XO
Industry: Fashion Tech
Job title: Co Founder
Location: London
Company Size: 2
Twitter: @Benjamin_XO

About

- Graduated from Imperial College London with a 1^s Class Honours MEng degree in mechanical engineering specialising in nuclear reactor technology
- Became a Tutor at the Royal College of Arts where he ran a number of successful courses bridging the gap between design and technology
- Won severalprestigious awards for both engineering and design including the Royal Academy of Engineering Leadership Award
- Just Co-Founded Studio XO

Challenge & pain point

- Lack of business and marketing knowledge
- Start-up funding
- Developing concepts into products
- Business development
- Access to partners

Attitude

- Always trying to learn and improve skills
- Likes latest tech and gadgets
- Fashion savvy
- Passion for engineering, design and innovation
- Happy to be in the spotlight

Appealing Messages / Topics

- Science news
- Up and coming
- Fashion & tech superstars
- What's hot in tech / cool gadgets
- Sector specific trends and predictions
- How to make something work
- Business and startup related topics

Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

Format Preference

- Video
- Animations
- Images
- Blog Posts
- Articles
- Infographics

unaware	aware	interest	research	convert / retain

What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Ideas • Inspiration • Knowledge & Guidance	**Looking for:** • Advice • Guidance • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

80

Persona 2d – Aspiring Entrepreneur ANNEX B

Profile

Name:	Sonya
Age:	30
Company:	Memorial Sloan Kettering Cancer Centre
Industy:	Bio Tech
Job title:	Postdoctoral Fellow
Location:	New York
Company Size:	30
Twitter:	@sonyahans
LinkedIn	sonya-hanson

About

- Postdoctoral Fellow at Memorial Sloan Kettering Cancer Centre
- She completed her PhD (DPhil) in Biochemistry in 2014 in Oxford
- Currently working in a lab, combining experimental measurements and computational models to understand how to make better cancer drugs, specifically kinase inhibitors.
- Part of the Biophysical Society
- Repeated recipient of the USC Rose Hills Undergraduate Research and Women in Science and Engineering Fellowships
- Thinking about startup using her skills

Challenge & pain point

- Getting started
- Time constraints
- Relies on her own network
- Validating business ideas
- Start-up funding
- Business support
- Assembling a team

Attitude

- Determined to find an easier way to visualise research results and reach a large audience
- Aspires to be a role model for other young women in the science sector

Appealing Messages / Topics

- How to get started
- Startup / growth funding advice
- Success stories & case studies
- Fun science applied
- Women in science
- What's hot in science

Channel Preference

- Social Media
    - Twitter
    - YouTube
    - LinkedIn
- Google Search
- Bloggers
- Forums
- Online publishers

Format Preference

- Video
- Articles
- Surveys
- Research Reports
- Infographics
- Blog Posts

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
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81

Persona 2e – Aspiring Entrepreneur ANNEX B

Profile

Name:	Anthony
Age:	29
Company:	Legatics
Industry:	Legal Tech
Job title:	Founder
Location:	London
Company Size:	1
LinkedIn	AnthonyJoseph4

About

- Studied Physical Geography at Bristol University of Bristol
- Then took a masters in Polar Science at Cambridge University
- Joined the law conversion course
- Joined Clifford Chance – an international law firm (for 3 years)
- Spotted many inefficiencies in their internal processes which he felt he could improve
- Left to found Legatics with a £5k innovation voucher

Challenge & pain point

- Being a small business selling to large corporations
- Speed of business customers procurement processes
- Learning to code
- Business support
- Start-up funding

Attitude

- Strong interest in legal technology
- Highly motivated – taught himself to code
- Has a 'get a foot in the door' attitude – wants this to be a gateway to other innovations
- Passionate about being in control of / creating something

Appealing Messages / Topics

- Successful startups
- Sector specific content (legal)
- Tips on sales / how to sell B2B
- Other general business advice such as tax advice, VAT

Channel Preference

- Google Search
- Email subscription
- Social Media
    - Facebook
    - LinkedIn
    - YouTube
- Bloggers
- Forums

Format Preference

- Articles
- Video
- Journals
- Data Visualization
- Case Studies

unaware	aware	interest	research	convert / retain

What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
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82

Persona 1a – Operating Entrepreneur

Innovate UK

Profile

Name:	Ramona
Age:	46
Company:	Declara
Industry:	Mobile
Job title:	MD
Location:	Leeds
Company Size:	8
Twitter:	@ramonapierson
LinkedIn	ramonapierson

About

- Focused on mobile social learning solutions, Algorithms, and Machine Learning.
- Qualified neuroscientist
- Previously job titles include Chief Science Officer & Head of Policy
- Founded Declara in 2012
- Specialises in data analytics, artificial intelligence, software innovation, design and architecture

Challenge & pain point

- Business model
- Funding
- Partners
- Growth
- Distribution

Attitude

- Extremely meticulous
- Research & data driven
- Passionate about helping those less fortunate
- Wants to make a difference
- An Advocate of community programmes
- Would like to become a mentor and help pave the wave for future female innovators

Appealing Messages / Topics

- Science and technology excellence
- Community programmes
- Solving meaningful problems
- Advanced mobile applications
- Women in tech
- Sector leadership
- Collaboration
- Research
- Success

Channel Preference

- Google Search
- Online Publishers
- Social
    - LinkedIn
    - Twitter
    - YouTube
- Email subscriptions
- Forums

Format Preference

- Case Studies
- Articles
- Newsletters
- Whitepapers
- Reports / Surveys
- Data Visualisation

unaware	aware	interest	research	convert / retain
What is my problem?	**How do I fix it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • Competitions • Networking events • Events highlights & updates	**Content Needs:** • Sector & Industry reports • Market insights • Case Studies • Success Stories	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Persona 1b – Operating Entrepreneur

Innovate UK

Profile

Name:	Richard
Age:	45
Company:	PolyPhotonix
Industry:	OLED Lighting Industry
Job title:	CEO
Location:	Cambridge
Company Size:	20
Twitter:	@ppxrichardkirk
LinkedIn	richardkirkpolyphotonix

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About

- 15 years experience in medical research and printed electronics
- Pioneer in material science and its applications
- Founded Polyphotonix in 2008
- Developed light treatment for retinal disease
- Credited for many world's first' applications using inorganic and organic light emitting materials
- Won many international awards for innovation, research and business
- Won 'National Emerging Entrepreneur'

Challenge & Pain Points

- Staff / Tallent
- Funding
- Partners
- Growth

Attitude

- Likes communication direct, clear & personal
- Hates bureaucracy, lengthy application, paperwork
- Loves turning scientific research into life saving products and services

Appealing Messages / Topics

- Science and technology excellence
- Advanced research
- Sector leadership
- Collaboration
- Research
- Success

Channel Preference

- Google Search
- Email subscription
- Online Publishers
- Innovate UK sites
- Social
  - LinkedIn
  - Twitter
  - YouTube

Format Preference

- Case Studies
- Newsletters
- Whitepapers
- Reports / Surveys
- Webinars
- Demos

unaware	aware	interest	research	convert / retain
What is my problem?	**How do I fix it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • New competitions	**Content Needs:** • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Persona 3 – Influencer (example MP) ANNEX B

Innovate UK

Profile
Name: Elizabeth
Age: 40
Industry: Government
Job title: Member of Parliament
Location: Norfolk
Twitter: @trussliz
LinkedIn: elizabeth-truss

About
- Studied Philosophy, Politics & Economics at the University of Oxford
- Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
- Became Deputy Director of Reform in 2008
- Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
- Became Junior minister in the Department of Education
- Is currently Environment Secretary

Challenge & pain point
- Offering support to constituents
- Helping SMEs in her constituency to succeed in business
- Explain how Innovate UK and government grants works her local businesses
- Regional / local funding
- Generating well paid jobs locally
- Regional investments

Attitude
- Extremely hard-working & driven
- Wants to make a difference and help her constituents
- Advocates more rigorous academic standards in schools
- Determined to ensure young people get a good education
- Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics
- Local success stories
- Community programmes
- Economic Insights
- New job creation
- Collaboration
- Research

Channel Preference
- Google Search
- Social
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
- Forums
- Online Publishers
- Innovate UK sites

Format Preference
- Articles
- Newsletters
- Policy Papers
- Reports / Surveys
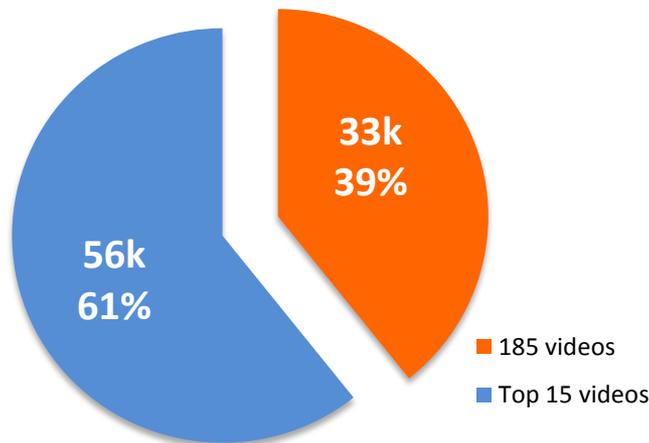- Data Visualisation
- Research Reports
- Videos

unaware	aware	interest	research	convert / retain

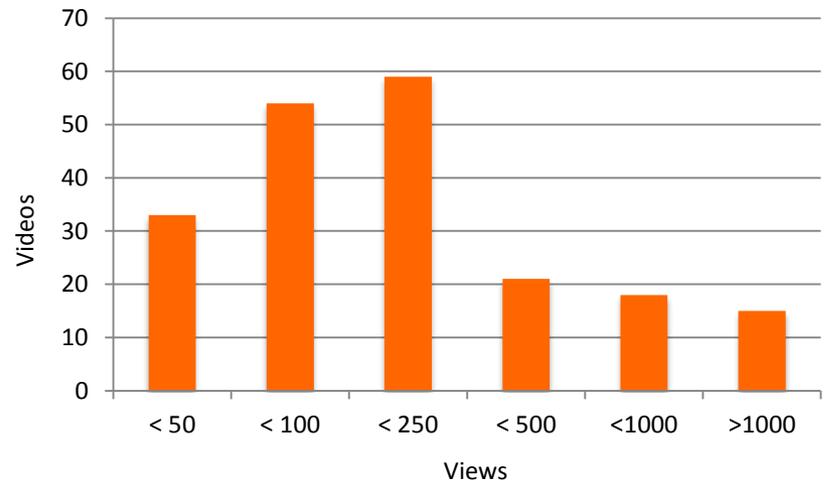| What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • Competitions • Networking events • Events highlights & updates	**Content Needs:** • Sector & Industry reports • Market insights • Case Studies • Success Stories	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Content Purpose – Example YouTube (two year period)

- 61% of views generated by just 15 videos (7.5%)
- 185 videos (92.5%) generate just 39% of views – average view 178 per video
- Only 15 videos have more than 1000 views, including Fashion Tech video (1200) published 2 week ago
- 87/200 (44%) videos had less than 100 views over a two year period

- We will have to question the purpose of some of the videos
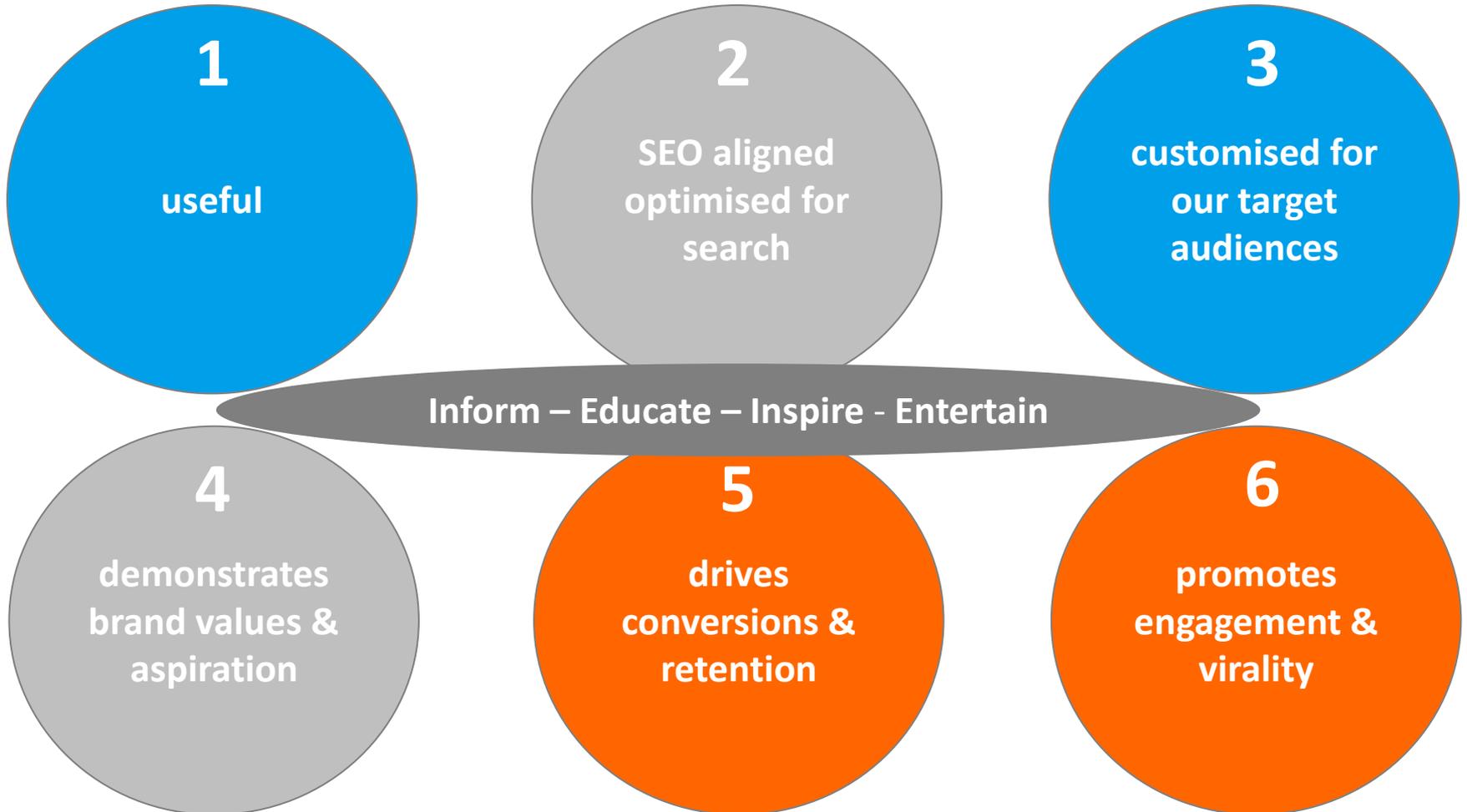- Reach, distribution, video promotion might have been the cause for low views

Views v. Videos

33k
39%

56k
61%

■ 185 videos
■ Top 15 videos

Videos v Views

Content Purpose – Example YouTube (two year period)

1 useful

2 SEO aligned optimised for search

3 customised for our target audiences

Inform – Educate – Inspire - Entertain

4 demonstrates brand values & aspiration

5 drives conversions & retention

6 promotes engagement & virality

Creative Content Concept Ideas – p1

Idea / Theme	Description	Key Message	Purpose	Scope
Mini inventions	Regular social contest: Ask young inventors to submit photos / videos of early stage inventions & ideas – showcase winners, publish best ideas.	You too can get involved in innovation	Inspire	Curated content based on social contests
Breaking records	Simple video about a technology / science invention breaking a record – speed, height, completing a task, a race, quickest robot to make omelet.	Amazing what technology can achieve - simples	Entertain Inspire	A simple, low cost video, featuring a technology in action, breaking a record.
Jargon buster	Regular content addressing some of the tech & science jargon used in innovation. Create a rich source of reference material for next generation.	Innovate UK your first call for science & tech	Educate	Glossary explaining 500+ important, current science / tech terms.
Innovation girls	Interview with one young, up and coming women in innovation, talking about her journey, life, dreams, ideas and inspirations.	Look how young women can innovate	Inspire	Template 10 questions, publish answers, bio, photos & record video
Queen / lady of innovation	Featuring leading women in innovation, technology, science, aim for established names with a 'celeb' factor for maximum visibility.	Women can become world beaters too	Inspire	Anticipate 6 profiles, Annual series.
Innovation superstars	Monthly feature, showcasing young & up and coming innovators not necessarily funded by Innovate UK, ego booster content for maximum 'share' potential.	We spot the talent in technology / science	Inspire	Template 10 questions, publish answers, bio, photos & record video
Innovation process by sector	Visually explain the innovation process by sector – step by step – process, organisations, structures, stakeholders and Innovate UK involvement.	We know exactly how innovation works	Inform	Process map sector and visually explain in key steps & numbers.

Creative Content Concept Ideas

Idea / Theme	Description	Key Message	Purpose	Scope
Hot or not	How do we see the hot, future career opportunities in tech & science. Data let, insights for career planning. What are the jobs of the future and what skills should young people be focusing on now.	Trust us with your tech career decisions	Inform	Research sectors, jobs titles and summarise
The one to watch	Feature on any technology / science news story about to break. Upcoming decisions on science / technology strategies, legislation. Expert opinion.	We have our finger on the pulse	Inform	Curated content based on upcoming events, decisions and developments
Growth busters	Feature on Innovate UK funded / supported company with exceptional growth - a more sexy variation on a success story, CEOs share secret of growth.	We keep the UK economy competitive	Inspire	Line Interview + Motion Graphic Inserts
Solving the world's problems, one innovation at a time	Feature on a global problem - give the background to the problem & why it is a problem - challenge innovators to see if they can create an innovation to solve it.	We can't stop thinking about the future	Inspire	Curated content
What if?	We look back at major technological and scientific breakthrough's through history and ask 'What If' they had never been invented? Then speculate on where we would be now - nice graphics?	Imagine the world without innovation	Inspire	Line Interview + Motion Graphic Inserts
Technology in a nutshell	Specific technologies & scientific innovations illustrated in a simple guide. Snackable content explaining the basics.	You too can understand technology & science	Educate	Produce a series of illustrated videos explaining the basics.
Tomorrow's world	How will today's technology & science affect our lives in 30 years. A cheeky look into the future of what may be possible with today's innovations.	We can't stop thinking about the future	Inspire	Produce a series of illustraded videos
What's up Doc	Innovate UK's advances in health and medical innovation and research			

89

Creative Content Concept Ideas – p3

Idea / Theme	Description	Key Message	Purpose	Scope
What's up Doc	Innovate UK's advances in health and medical innovation and research		Inform	
Only in the UK	Video showing tech or innovations that you would only see coming out of the UK	Innovation is in our DNA	Inspire	
Essential selections	'Essential' resources for startups & scaleups. Broad appeal to all business users, primarily for those starting out. Integrate into existing guidance documents.	You too can understand technology & science	Educate	Curate: top funding sites, business blogs, business advice sites, social accounts, start-up sites and blogs
Events insider	Summary of top lessons learned, key notes, key points from selective UK innovation, technology & science events - not just Innovate UK.	The one thing to read if you missed this event	Inform	Curated content based on important live events
Innovation Snacks	Create animated gifs to show lab tests, chemical reactions, processes, tech trial - visually enhanced for maximum social impact.	Innovate UK your first call for science & tech	Entertain	
Live Demo	Braodcast demos via Periscopeto audiences includine Q&A sessions with the innovators.			
Back in the day	Video showing tech or innovations that you would only see coming out of the UK			
What's up Doc	Innovate UK's advances in health and medical innovation and research			
Breaking Tech shackles	What holds women back in tech? What holds women back in tech? Breaking the inequality barriers & inspiring female innovators			
Teen tech	Videos showcasing some of the most talented teenage entrepreneurs and innovators - 20 under 20			

90

Creative Content Concept Ideas – p4

Idea / Theme	Description	Key Message	Purpose	Scope
Future gadgets	Gadgets for the future			
Technology fails	Attention grabbing major technology fails (must watch brand values, Innovate UK is not about failure)			
Mature tech	Tech for mature audience			
Tech by regions	Series highlighting the different innovations and tech coming out of different regions			
Day in the life	Video series following round various charismatic innovators			
Breaking out of the shed	Innovators have taken their idea from start to finish			
My story	Video series - each video focuses on an innovator who tells their story and how Innovate UK helped			
Crossing the line	Success stories of how aspiring innovators took their idea to market (and making money)			
Who else can help you? (associations)	Who else can help you? Bodies, associations, charities, groups than can help with your innovation			
Top resources				
How to	guides			
Essential tools	The skills every successful innovator must have			

Outreach to date

- We started outreach 09th Nov have researched and created a database of 300 highly relevant / influential contacts

- We have contacted & pitched to over 150 bloggers / influencers

- To date we have 3 guest blogs published (Unfortunately YouTube delays the view count on views from external sources so cannot give an accurate figure)

- We have 5 more guest posts agreed to go live either this week or next and in negotiations with several others

- We have access to one blogpost PD (unfortunately we cannot get the figures of other 3rd party blogs):

  – Published 23rd Nov

  – 250 Blog views to date

  – Guest post generated the following on Twitter: 41.2K Impressions / 641 Engagements / 160 RTs / 176 Likes

  – 25 YouTube video referrals

  – Conversion rate 10%

- Going forward we expect on average:

  – 1000 Blog views per guest post on average

  – 160K Impressions / 2.5K Engagements / 640 RTs / 704 Likes

  – 100 YouTube video referrals

  – Conversion rate 10%

Outreach Examples / screenshots

- http://fashnerd.com/2015/12/predictions-future-fashion-wearable-technology/ This is a good example of a guest post. This is one of the most influential fashion tech sites in the UK and they have 31.6K Twitter followers.

- Outreach generates social shares from influencers not just blogs – Just **today** we have had the following social engagement all generated form outreach:

Persona 2a – Aspiring Entrepreneur   ANNEX C

Profile

Name: Vivian
Age: 24
Company: Sparrho
Industry: Software
Job title: Business Dev Manger
Location: Swindon
Company Size: 5
Twitter: @vivianchan_s
LinkedIn   vchan

About

- PhD at University of Cambridge in Biochemistry
- One year working in a venture fund in Australia.
- Joined the Cambridge University Technology Enterprise Club (CUTEC)
- CUTEC President and Chairman.
- Took part in the inaugural cohort of Entrepreneur First
- Just starting Sparrho as co-founder

Challenge & pain point

- Relies on her own network
- Validating business ideas
- Business proposition / pricing
- Start-up funding
- Recruitment

Attitude

- Strong advocate for women in STEM
- Taught herself coding
- Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

- Audience-led storytelling
- Audience involvement / contests
- Up and coming superstars
- Women in tech
- Science explainers
- What's hot in tech

Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

Format Preference

- Forums
- Video
- Blog Posts
- Articles
- Infographics
- Gifs
- Webinars / Hangouts

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	Looking for: • Advice • Mentors • Startup	Looking for: • Funds • Partners • Networks	Looking for: • Credentials • Decision Support	Looking for: • Support
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Persona 3 – Influencer (example MP) ANNEX D

Innovate UK

Profile

Name:	Elizabeth
Age:	40
Industry:	Government
Job title:	Member of Parliament
Location:	Norfolk
Twitter:	@trussliz
LinkedIn:	elizabeth-truss

About

- Studied Philosophy, Politics & Economics at the University of Oxford
- Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
- Became Deputy Director of Reform in 2008
- Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
- Became Junior minister in the Department of Education
- Is currently Environment Secretary

Challenge & pain point

- Offering support to constituents
- Helping SMEs in her constituency to succeed in business
- Explain how Innovate UK and government grants works her local businesses
- Regional / local funding
- Generating well paid jobs locally
- Regional investments

Attitude

- Extremely hard-working & driven
- Wants to make a difference and help her constituents
- Advocates more rigorous academic standards in schools
- Determined to ensure young people get a good education
- Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics

- Local success stories
- Community programmes
- Economic Insights
- New job creation
- Collaboration
- Research

Channel Preference

- Google Search
- Social
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
- Forums
- Online Publishers
- Innovate UK sites

Format Preference

- Articles
- Newsletters
- Policy Papers
- Reports / Surveys
- Data Visualisation
- Research Reports
- Videos

unaware	aware	interest	research	convert / retain
What is my problem?	**How do I fix it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
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Innovate UK

Profile

Name:	Richard
Age:	45
Company:	PolyPhotonix
Industry:	OLED Lighting Industry
Job title:	CEO
Location:	Cambridge
Company Size:	20
Twitter:	@ppxrichardkirk
LinkedIn	richardkirkpolyphotonix

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About

- 15 years experience in medical research and printed electronics
- Pioneer in material science and its applications
- Founded Polyphotonix in 2008
- Developed light treatment for retinal disease
- Credited for many world's first' applications using inorganic and organic light emitting materials
- Won many international awards for innovation, research and business
- Won 'National Emerging Entrepreneur'

Challenge & Pain Points

- Staff / Tallent
- Funding
- Partners
- Growth

Attitude

- Likes communication direct, clear & personal
- Hates bureaucracy, lengthy application, paperwork
- Loves turning scientific research into life saving products and services

Appealing Messages / Topics

- Science and technology excellence
- Advanced research
- Sector leadership
- Collaboration
- Research
- Success

Channel Preference

- Google Search
- Email subscription
- Online Publishers
- Innovate UK sites
- Social
  - LinkedIn
  - Twitter
  - YouTube

Format Preference

- Case Studies
- Newsletters
- Whitepapers
- Reports / Surveys
- Webinars
- Demos

unaware	aware	interest	research	convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • New competitions	**Content Needs:** • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process • Post funding support