

## RM6003 - MEDIA BUYING - LETTER OF APPOINTMENT

**OMD Group Ltd**  
**85 Strand**  
**London**  
**WC2R 0DW**

Dear Sirs

### Letter of Appointment

This letter of Appointment is issued, in accordance with the provisions of the Framework Agreement (RM6003) between CCS and the Agency, dated 22<sup>nd</sup> May 2018.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

Order Number:	CCCO20A14
From:	The Cabinet Office ("Client")
To:	The OMD Group Ltd ("Agency")

Effective Date:	2 <sup>nd</sup> March 2020
Expiry Date:	End date of Initial Period 1 <sup>st</sup> September 2020 End date of Maximum Extension Period 1 <sup>st</sup> March 2021 Minimum written notice to Agency in respect of extension: 28 days

Services required:	Set out in Section 2 (Services offered) and refined by: the Client's Brief attached at Annex A and the Agency's Proposal attached at Annex B;
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Key Individuals:	Authority: <b>REDACTED</b>
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Guarantor(s)	Not Applicable
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Call-Off Charges (including any applicable discount(s), but excluding VAT):	A maximum of £119,000,000.00 (EX VAT). No minimum spend is guaranteed.
Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Call-Off Contract, with a minimum limit of £1 million for each individual claim.</p> <p>Additional employers' liability insurance with a minimum limit of £5 million indemnity.</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Call-Off Contract with a minimum limit of indemnity of £1 million for each individual claim.</p>
Client billing address for invoicing:	The Cabinet Office, 1 Horse Guards Road, Westminster, London SW1A 2HQ

Alternative and/or additional provisions:	Not Applicable
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#### **FORMATION OF CALL-OFF CONTRACT**

**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms.**

**The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Terms.**

**The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.**

**For and on behalf of the Agency:**

**For and on behalf of the Client:**

Name and Title: **REDACTED**

Name and Title: **REDACTED**

Signature: **REDACTED**

Signature: **REDACTED**

Date: **REDACTED**

Date: **REDACTED**

# ANNEX A

## Client Brief

CLIENT INFORMATION	INPUT																		
Ministerial Department / Main Organisation <small>Select from drop-down menu</small>	Cabinet Office																		
Department / ALB <small>Select from drop-down menu- if any cross department please flag separately in column E</small>																			
Campaign (strand) name <small>(By this we mean the specific campaign the brief is being used to set up/buy, and will mirror any strand name used in GCS Flow for PASS approval campaigns)</small>																			
HMG PASS Code- If Applicable, over £100k <small>(E.G code you are given when PASS approved- this will be alpha numerical and will always be preceded by the letters HMG)</small>																			
Unique MG campaign code <small>(Your Client Partner will fill this out when they receive the brief)</small>																			
Benchmarking theme <small>Select from drop-down menu —aligned to GCS themes</small>	Business and Economy																		
Campaign (strand) Objective / Theme <small>Select from drop-down menu —aligned to Evd Framework 2.0</small>	Awareness																		
Campaign (strand) Geography <small>Please select all that apply</small>	<table> <tr><td>All UK</td><td>x</td></tr> <tr><td>England</td><td></td></tr> <tr><td>Scotland</td><td></td></tr> <tr><td>Wales</td><td></td></tr> <tr><td>Northern Ireland</td><td></td></tr> <tr><td>Regional</td><td></td></tr> <tr><td>Local</td><td></td></tr> <tr><td>International</td><td></td></tr> <tr><td colspan="2">Other: please add detail. If International, please list specific countries here</td></tr> </table>	All UK	x	England		Scotland		Wales		Northern Ireland		Regional		Local		International		Other: please add detail. If International, please list specific countries here	
All UK	x																		
England																			
Scotland																			
Wales																			
Northern Ireland																			
Regional																			
Local																			
International																			
Other: please add detail. If International, please list specific countries here																			
Budget (£) <small>Total CTC exclusive of VAT</small>	£119,000,000.00 (excluding VAT) including all extension options																		
Campaign (strand) Start Date	01-Mar-20																		
Campaign (strand) End Date	31-Aug-20																		
Financial Year (FY)	2020 - 2021																		
Campaign Burst / Wave or Quarter, if Always On																			
Campaign Establishment <small>Select from drop-down menu (New i.e. launch wave; Establishing i.e. has launched but is between 1-3 years or has spent less than £2m cumulatively; Established* i.e. has run 3 or more years OR spent £2m+ cumulatively; Pilot i.e. geo-located pilot campaign running at regional level or lower (eg. local))</small>	New																		
Overarching Campaign linked to (if applicable) <small>Please state if the campaign (strand) is linked to a longer running established campaign e.g. Change 4 Life or EU Exit</small>																			
Campaign Purchase Order (PO) once approved <small>To be completed at point of media plan approval</small>																			
Campaign SLA Type <small>Select from drop-down menu (ie. complex, simple, digital only, quick turn around, emergency, partnership only)- M/GOMD to complete this</small>																			
Response timelines - M/GOMD to complete this	#N/A																		

REDACTED

## INPUT

The outbreak of Covid-19 in the UK requires a significant communications effort including through mass marketing channels to provide clear instructions to the public about actions to take to protect themselves and their communities. The Public Information Campaign strategy currently includes the following three tiers of messaging, but the responsiveness to emerging unforeseen priorities are a key requirement of this contract. Tier one: Stay Home Stay Safe. Tier two: Keep handwashing more often. Look out for a high temperature or a new and continuous cough – even if mild. You must isolate your household for 14 days if you have symptoms. Tier three: Every Mind Matters, volunteering, staying healthy in isolation. Alongside the public information campaigns will be marketing campaigns focused on the economic measures that the Government will need to deliver to support jobs and businesses. The campaigns will deliver the messaging required to increase awareness, understanding of schemes, intention to use the schemes and generate the action required by key audiences segments to protect businesses and the economy. Tier One: Business Support Campaign. Future Tiers: inclusive of all workers and worker's rights, the promotion of newly released fiscal measures, labour market resilience, potential recessions response, and economic re-establishment / re-opening / recovery.

### Primary KPI

**MEDIA BUYING BRIEF** 1.1 The requirement is in line with the services offered within HMW03 framework agreement.

1.2 An extract of these services have been included below.

1.3 The Agency shall fulfil all of the services obligations set out below (and as further set out in the relevant Call-Off Contracts and Briefs).

1.4 The Government may consider/request owning direct ad technology vendor contracts (such as demand-side platform, brand safety tools, ad fraud detection tools, viewability etc.). The Agency shall comply with such request(s) and include the ability for the Government to own direct ad technology contracts in the bidding process during the Term and accounted for in Agency's Charging Structure.

1.5 The Agency will execute media plans to purchase media space regionally, nationally and internationally across a range of different channels and platforms to reach all audiences as required by the Client.

1.6 The following non exhaustive list for Government provides example channels to target consumers, business audiences (B2B) and other governmental audiences, that the Agency will be expected to buy for the Client(s) in the UK and for international campaigns:

- a) Regional media b) VodAdSmart
- c) Hyper Local Media d) Radio
- e) Print – National Press f) Digital Radio
- g) Print – Local Press h) Out of Home (OOH)
- i) Print – Consumer j) Out of Home (OOH) Digital
- k) Print – Trade Press l) Digital Display
- m) Print – Financial Press n) Experiential
- o) Print – Magazine p) Direct Mail
- q) Print – Specialist Titles r) Email Marketing
- s) Print – Recruitment t) Pay-per-click (PPC)
- u) TV v) In-app
- w) Regional TV x) SMS Marketing
- y) Smart TV/Games Console z) Cinema
- aa) Telemarketing bb) Content Marketing
- cc) Search Engines dd) Voice and Audio Services
- ee) Sponsorship ff) Recruitment Channels/Job Boards
- gg) Emerging Channels as required (e.g. AI, VR) hh) Addressable Media (including TV)

1.7 The Agency shall provide highest possible standards of transparency and understanding of the digital value chain in relation to the Services provided to the Government, CCS and all Clients, covering ad fraud, viewability, brand safety and audience targeting approach and outcomes.

1.8 The Agency shall provide brand safety to the highest possible standards using defined guidelines agreed between Client and Agency, with an ongoing monitoring and evaluation and improvement process for mitigating and eliminating risks in digital and addressable advertising by Government, CCS and all Clients, including using latest technology protection procedures, process controls, testing environments, reporting structures and escalation procedures.

1.9 The Agency will provide a remuneration structure to deliver:

(a) media neutrality (no incentive to spend budget with specific media types or Media Owners);

(b) outcome based measures, rather than lowest cost;

(c) best value on budget position not to deliver outcome less perform than indicator;

KPI1	Acknowledgement of request	TARGET	Same Working Day
KPI2	Confirmation when response will be completed	TARGET	Within 24 Hours (One Working Day)
KPI3	Standard planning response time for on-going activity	TARGET	Target three working days. Maximum of five working days

Standard response time for major new campaign - Target five working days.

Maximum of 10 working days

## **ANNEX B**

### **Part 1: Agency Proposal**

There is no quality submission associated with this Contract.

Charging will be based on the RM6003 rate card.

See Annex A – Rate Card.

## **Part 2: Call-Off Terms**

See Annex B – Call-Off Terms