

Innovate UK KTN – Content Creation Tender

FAQs

1. **Please could you let me know the weightings for the scoring for the (i) PR and (ii) content creation invitation to tenders?** Equal weighting across the five areas.
2. **I was very interested to read the tender notices you published on Contracts Finder. I'm the owner of a small business that specialises in copywriting, copyediting and proofreading (but not PR or content creation). Are there any opportunities to apply to provide these services to you, without the PR/content creation elements?** We don't have plans to put out any tenders specifically on copywriting/editing, but we do have a list of preferred suppliers that we plan to pull on as well as using the agencies that win these tenders. If you submit your details here, https://docs.google.com/forms/d/e/1FAIpQLSc-D57NPjNX9o99ynIE-urPEMSPyV5ubcffqQZUI-LP_EYuiw/viewform?usp=sf_link, you will be added to our preferred suppliers list.
3. **Do you have a preferred format for our written response? E.g. is there a template available?** No preference, whichever format you'd like (we don't have a template).
4. **Is there a word limit for any part of the written response?** No word limit.
5. **As we are submitting proposals for both, do we need to fill out a PQQ for each tender or will one be sufficient for both?** One will be fine.
6. **In terms of video content, what are the outputs so we can come up with the list of deliverables accordingly?** The deliverables will depend on the objectives and requirements of individual comms campaigns and projects. I see the majority of video content needed being similar to our #SIFStories campaign > https://www.youtube.com/watch?v=b8zygvzdoMc&list=PL-hp8OOckWOBgtKINPI9K1FrBfnGP2Z_M, to be used on social media. It would be beneficial to see a breakdown of costs for this type of video content as well as animation.
7. **I see that you'd like to see a schedule of costs and timeline of estimated costs. Given that the deliverables for each lot are tbc, would a rate card be appropriate, or do you require more detail?** A rate card is appropriate for estimated costs.
8. **In the Submission section (6) of the invitation to tender pdf, you state under 6.1 that you request "a short narrative describing how you would approach the project". It isn't clear to us what project you are referring to here, as it states under the Deliverables Required (3) that projects and deliverables will be identified on an ongoing basis.** For this section we would expect a short narrative on how you would work with us on an ongoing basis. Innovate UK KTN have a team of 11 Marketing Managers who will all be in contact with the selected agency to

create content for various campaigns and projects. How will you manage this workflow? What is your approach to account management?

9. **Out of the different kinds of content creation mentioned in the brief (videography, animation, copywriting, social media strategy development...) what would you say is the priority and would be the first job to be executed, once the contract has been awarded? For example, are you in more urgent need of a video, or a social media strategy at the present time?** This will depend on the priorities of the individual Marketing Managers. Significant campaigns currently underway that would need prioritising are our Diversity & Inclusion portfolio (Young Innovators, Women in Innovation), Net Zero Places, All Energy, CyberASAP and Immerse UK. Copy, video content and infographics are requested more than animation, media buying and other development work.
10. **Are you looking for one reliable agency to take on all of the work or are you looking to contract multiple agencies to divide the work scope? For example, one who specialises in videography and animation, and another that has more experience in providing a clear social media strategy perhaps?** We are looking for an all service agency to be our primary provider for this work. However, we will still be pulling on a list of preferred suppliers for more niche or specific requirements. You can apply to be part of our list of preferred suppliers here, https://docs.google.com/forms/d/e/1FAIpQLSc-D57NPjNX9o99ynIE-urPEMSPyV5ubcffqQZUI-LP_EYuiw/viewform?usp=sf_link.
11. **Can you give any indication as to what kind of films/videos you're looking for? In terms of duration, style, what you'd like the message to convey... Throwing back to my second question, do you have a film in mind that you need now? Examples of films you've liked or disliked in the past that might help determine what you'd like yours to be? Or perhaps it's still early days and KTN doesn't quite know what they need yet, but simply looking to contract someone if and when those deliverables are identified.** Video content will likely mirror the work done as part of the Sustainable Innovation Fund campaign, https://www.youtube.com/watch?v=b8zygvzdoMc&list=PL-hp8OOckWOBgtKINPI9K1FrBfnGP2Z_M.