

Pan-London food campaign

Creative services invitation to tender – Q&A

Please note: we are not answering questions on why particular agencies might be suitable for the campaign. Those we reached out to directly were selected based on recommendations from our working group or others that we have worked with on sustainability and behaviour change-related campaigns.

1. How many other agencies have you reached out to? And how many will be responding to the brief?

This tender has been shared on the government contracts finder portal and sent directly to seven agencies.

2. Are you inspired by any existing campaigns/do you have any good examples of the types of campaign you'd like to create for ReLondon?

We like a range of different campaigns which tackle sustainability issues in a way which reaches a genuinely diverse audience – but no single one stands out for us. We're keen to see a variety of different approaches and find a new way of tackling this issue in a way which doesn't talk to the same old audiences, in the same way.

3. Given the list of deliverables, is there scope for additional budget?

Not for this creative and production element. We may be seeking further media budget or donated access to a wider range of channels and media in order to ensure that the campaign reaches as many people as possible in our target boroughs; but this creative element is fixed.

4. Does the budget include or exclude media spend?

It excludes media spend.

5. In terms of campaign success, what do you think is the biggest obstacle you need to overcome?

There are many different obstacles to overcome, but the main ones will include overcoming people's perception that they don't waste food (we all do); encouraging a more plant-based diet without simply appealing to existing vegetarians, vegans or

flexitarians; and ensuring that the messages land successfully at a time of real financial hardship for many of our residents.

6. Will you expect all materials for the entire campaign timeline to be ready for mid-January 2023? Or will asset creation and delivery be phased throughout that timeline? And/or might we cascade delivery across the chosen channels? e.g. launch digital initially and then roll out OOH later down the line?

We will NOT expect all materials for the first wave of the campaign to be ready for mid-January, but certainly would like the branding and creative approach to be finalised and the first wave of detailed assets to be available – potentially starting with a focus on food waste and moving on to diets. It is anticipated that we will review assets throughout the 14 months based on post-campaign analysis of what seems to be working, and there may be scope to create new assets if something is found to be working especially well/not working. The timings for launching across different channels are not fixed and we are open to discussion with the successful contractor and our media buying agency.

7. Are there any standard tender Q&A forms that need filling in? Or are we just to submit responses to the 5x bullet points in Section 6?

There are no standard tender Q&A forms that need to be completed. The proposal should include the six bullet points under section 6 'Your Proposal' but can cover anything else you feel is important.

8. Can the 8x A4 word count be across a number of slides (i.e. 8 sides-worth of A4 content spread over 20 slides)?

For fairness, we request that you adhere to the 8 sides of A4 but welcome any way you may choose to present those including submitting as slides. Please see a later question on this, where a request was put forward to have a PowerPoint 'equivalence' for Word document pages – i.e. could they present more slides than just 8 as slides potentially contain less information – but this is simply not feasible as we do not have calculations readily available about what an appropriate equivalence is.

9. Will there be a shortlisting process / any opportunity to present in person/virtually? Or will your decision be solely based on the written proposal submitted?

There is very unlikely to be a shortlisting process or opportunity to present in person/virtually. The decision will be based on the proposal submitted unless we receive a great deal of proposals and the relative scoring proves difficult.

10. Would there be an opportunity in-between Q&A and final proposal submission to host a tissue meeting with the campaign team? It'd be really helpful (and potentially improve the quality of all submissions) if we could run through our top-line thinking before submission to check we're on the right track.

There is not an opportunity to meet with the campaign team in between Q&A and submission. This is not because we wouldn't like to, but due to timing and scheduling issues.

11. Do you have any existing desktop research or data available on your audiences (prior to the new insight data that's been commissioned)?

We do have some research on Londoners that we have previously commissioned however the new insights data will be the most helpful. We will be able to share data/research once a proposal has been selected.

12. Would you consider mid-campaign evaluations (additional to the end of campaign evaluation) to allow for tweaking and optimisation of creative based on real-world performance?

Yes.

13. The new insight data that's been commissioned and made available in October - could you elaborate on the scope of this research so we have an idea of what to expect further down the lines?

The research has been conducted in four phases: a Rapid Evidence Assessment (REA) looking at existing food and sustainable behaviours research with citizens which may have some relevance to our campaign; an expert panel in which the researchers talked to a number of food and behaviour change specialists to gain insight into our challenge; a week of digital auto-ethnography with 23 participants from across London, who completed and reported on in-home tasks and questions relating to diets and food waste; and follow-up 1-2-1 depth interviews with those participants to probe further. The outcomes will include detailed findings from across a range of London residents about potential communications levers we can use to change specific behaviours across our target range of sustainable diets and household food waste reduction.

14. Just thinking about the time we've got available in-between proposing the creative to the board in December and its launch in mid-January - is this flexible depending on the level of feedback? With the Christmas holidays in-between, it will limit the turnaround time from feedback to launch-ready assets.

Yes the current dates proposed may have some flexibility depending on the level of feedback, but we have to launch some form of campaign content in January in order to meet the needs of some of our partners.

15. Given the campaign objectives and budget available, we wondered if you had any preconceptions on the quantity and types of deliverables you might expect? The wording in the brief made us think mostly print/static-type assets, but wondered if you thought differently - maybe based on any other similar campaigns you've launched in the past?

In terms of preconceptions regarding assets, we would expect assets for at least social media and out of home advertising. We don't have preconceptions about either the quantity or type of assets; however it may be helpful to hear your thoughts in proposals. We would welcome proposals which might suggest different approaches with reasoning for choices clear.

16. You mention the working group you're putting together a couple of times in the brief - it would be good to understand how we'll interact with them. I understand we'll be in meetings with them, but wondering what exactly they'll do and whether we'll be collaborating with them at all?

The working group are a smaller group of all those local and waste authorities who have invested in the campaign and a small amount of other key stakeholders. They will be the main group giving feedback on the campaign that may help with its direction. The main person you will be collaborating with is the Campaign Lead, who will handle most of the consultation with the working group behind the scenes, as they are likely to inform campaign direction, based on the same insights research and evaluation data you would have access to. The successful contractor will be invited along to all working group meetings to participate and guide the creative strategy. (There is another question relating to this topic below.)

17. Having seen your tender notice, I am curious as to how you will be addressing the requirement for media planning and buying? Is there a separate tender notice for that?

Yes there is likely to be a separate tender for media planning and buying, in particular if our intention is to spend over £25,000 on agency fees associated with media spend.

18. Can we have a copy of your standard terms and conditions?

Yes these will be shared alongside the Q&A document on our website.

19. Do you require tendering companies to be Crown Commercial Services approved suppliers?

No.

20. Are you able to share the results of previous campaigns, e.g. 'Small Change, Big Difference' and Food Wave?

*The results from Small Change Big Difference and the wider TRiFOCAL project it was part of can be found on the project website here: <https://trifocal.eu.com/>
The Food Wave campaign and project work has not yet completed so does not have results in the public domain.*

21. The brief and tender states 'Please note however that this tender is for creative strategy, planning, design and production ONLY.' Can you clarify please does this production include print production for example for the 'out of home' adverts? Just trying to assess what the budget needs to deliver.

Production does not include print production of out of home adverts. It does include the digital assets themselves be they social media assets or a digital file for the printers.

22. PR – we normally like to align activity with proactive PR and wondered if you are able to share any features/issues you are planning to work on during the promotional period.

We have no PR budget directly associated with this campaign, but will be looking out for opportunities to talk about food behaviours with the media during the campaign period. Some of the boroughs involved will be doing local activations and these may provide the opportunity to do some localised PR.

23. We note you are looking for agencies who are agnostic about media channel. However, we do partner with an independent media consultant. Would we be able to include this in the pitch too?

You would be able to include this in your pitch; however we may end up for procurement reasons having to work with the current agency running media for our other campaigns – or putting the brief out for procurement, as we are a public sector organisation obliged to abide by public sector procurement rules.

24. Is there a creative/brand style that must be adopted for this campaign? If yes please share any guidelines.

There is not a creative/brand style that must be adopted for this campaign – part of the creative work will be to develop this. All our campaigns so far have had their own identity and we intend for this to be the same.

25. Target audience and results – given that for the City of London, Westminster etc. they have a huge commuter population, are we to differentiate the audiences as the impact in results is likely to be felt in areas outside of the interested London boroughs?

We will be able to see the results of the campaign broken down by local authority. For those boroughs with higher commuter numbers, we may need to use a slightly different media strategy and evaluation approach – but this will be worked through as the campaign progresses.

26. Do you have existing evidence (or are you gathering it as part of the insight process) that young Londoners are not currently aware of the link between food and climate?

We have existing evidence that many young Londoners are not aware of the link between food and the climate emergency.

27. Are you interested in exploring ways to expand the collaboration beyond the existing partners/funders to bring in additional campaign supporters? If so, are you comfortable with having less ownership/control over the outputs?

We are interested in exploring this, and we would be comfortable having less control over the outputs; however we do need the project board to be happy as these funder/partner relationships are very important to us.

28. What is the role of the project board and will it make all key decisions?

The project board is there to represent the local and waste authorities, as well as the GLA and the Ellen MacArthur Foundation, who have invested in this campaign and to provide feedback and critical decision-making around the campaign. They will be presented with strong recommendations as the basis for those decisions by the campaign team (informed and agreed by the working group). Day-to-day decisions will be made by the campaign team.

29. Who will be on the panel for scoring tenders? Are other partners involved?

The panel will include ReLondon staff and a couple of the working group members from boroughs or waste authorities.

30. Do you expect to see a draft strategy/ideas as part of the submission or simply an approach to creating this?

In the submission we expect to see the points covered from section 6, 'Your proposal'. We hope to see evidence of your creative and strategic thinking, and gain confidence that an effective campaign could be created. If you feel you can show that either through a draft strategy or simply an approach to creating it, or through case studies or any other way of addressing our brief, then please make that judgement. We fundamentally need a demonstration that you can successfully create and deliver an effective campaign.

31. How will you assess the price given that you have allocated a fixed budget? Presumably you would wish that budget to be used in full to create the greatest possible impact?

We will assess the price based on a calculation of the price quoted in the proposal vs. the price in the tender – there is often a small variation in pricing across tenders where we allocate a fixed budget. We choose to allocate a budget as it avoids contractors spending time on proposals which we have to rule out immediately based solely on price, as we believe it is fairer to all parties. However we give more emphasis and weight to the quality of the proposal and score that separately.

32. Will there be a pitch meeting or are you judging on written submissions only?

We are judging the proposals on written submissions only. While we would like pitch meetings, it's an issue of scheduling and capacity. We may call for pitch presentations in the event of a large number of submissions and difficulty in differentiating them through scoring alone but this is unlikely.

33. What insight can you share from the work done on TriFOCAL and Food Wave in terms of what worked, what didn't etc.?

See above – and TRiFOCAL results and insights can be found on the project website here: <https://trifocal.eu.com/>

34. Is there any work being done to get the boroughs you are not working with on-board, and if so, is this likely to materialise before/during the campaign period?

We have done a lot of work to get as many boroughs as possible on board. There may still be one or two latecomers, but they will be asked to join with a full contribution even if they are relatively late to the party. Ideally they would join before January 2023 and will use the same assets and media channels as have been agreed for the wider campaign.

35. Do you have some examples of how you will measure the following evaluation: 'people have seen, understood and believed the messaging'?

Evaluation will be done using a pre-campaign baseline survey, followed by a post-campaign enhanced evaluation survey, to assess whether people have seen, understood and believed/supported the campaign. Standard style research questions will be used to assess this.

36. Are you expecting a Word document or would you also like to see some more creative presentation?

There is no formatting requirement nor limitations beyond the 8 x A4 page count, so a creative presentation is welcome but not required. Effectively we don't have any set expectations beyond the 8 x A4 pages.

37. When is the Campaign Manager expected to begin their position?

By early November.

38. Will the campaign name be decided by the Campaign Manager?

The campaign name will hopefully evolve out of the research and creative work but will ultimately be developed with the working group and Campaign Lead who will make a firm recommendation to the project board.

39. Will a microsite be provided, or will we be required to create and host one as part of the campaign?

We are currently working on securing a microsite and one will not need to be provided as part of a successful bid.

40. Are you able to advise how much budget is being put forward for media buying? Is this a completely separate budget?

We are proposing spending around £200k over the 14 months of the campaign on media. We would like to supplement this with in-kind contributions from food businesses of access to their channels and audiences. The media budget is entirely separate from the creative and production budget covered by this ITT.

41. Will the media budget cover social media advertising?

Yes.

42. What input will the boroughs and waste disposal authorities have in the campaign?

Representatives of the boroughs and waste authorities that have funded the campaign sit on the small working group which meets regularly and will make key decisions such as scoring tenders and providing feedback on creatives. There is also a wider group with representatives from all the organisations which meets less regularly to hear updates and provide general direction.

43. Would we be required to set up and manage campaign social media accounts?

No, the ReLondon campaign team will do this for all organic content; and the media buyers will manage paid social media via those accounts.

44. What kind of income will the target audience have?

Without the insights data from our research we don't yet know the income our target audience is likely to have; however we are conducting research with a wide range of income levels and are likely to focus at least initially on those who are particularly hard hit by the cost of living crisis.

45. What KPIs and evaluation were required with previous campaigns?

On our recent London Recycles campaign (which has different target behaviours), our KPIs have been monitored using the following indicators:

- Increase the number of young Londoners committed to recycle even when facilities are not immediately available*
- Increase the number of young Londoners prepared to actively seek out information about recycling*
- Improve awareness of the link between recycling and climate change*
- Achieve high levels of recall for the campaign assets*
- Increase the proportion of young Londoners who recycle as part of their self-identification as someone who cares about, and acts on, the climate emergency*
- Increase the proportion of young Londoners accepting that it is normal and/or socially desirable to recycle*

This campaign however will have KPIs and indicators developed specifically for it.

46. Is there any possibility of the campaign being extended past March 2024, if it's successful?

There may be some possibility of the campaign being extended past March if successful, but this is not included in our plans and would require significant further funding.

47. Do you have a sustainability change plan? If not, would this be something you would like us to work with you on?

We are not sure exactly what you mean by this, but we suspect we do not (beyond our organisational business plan and theory of change) – but at this stage we are only contracting for campaign creative strategy, design and delivery for this ITT so would not need help on a wider change plan.

48. Can you share what can and cannot be recycled from each waste disposal company from each borough?

You can find this information on the London Recycles website - <https://londonrecycles.co.uk/recycling-services/>

49. Does the insights data you have referenced include research on Londoners and their current diet and/or their opinions on having a more plant based diet? If not, would this be something you would be interested in us delivering?

Yes it does.

50. What does success for this campaign look like to you? Will you also be looking to hold campaign evaluation surveys to report on the success?

Success for this campaign includes: a wide reach; multiple opportunities to see; high levels of understanding of, and support for, the messages; changes in claimed behaviours around the food behaviours we are targeting. There will be an evaluation baseline survey conducted followed by end-of-campaign evaluation using an enhanced version of the baseline, to see progress against a range of indicators that will be agreed once the creative and evaluation agencies are on board.

51. We can see your previous campaign “Small Change Big Difference” was shortlisted in the PR Weeks top campaigns – are awards important to you?

While it is always good to receive recognition for our campaigns through awards, success in changing attitudes and behaviours is most important to us.

52. Are you looking to have this campaign interlinked with the existing Food Wave initiative as well as Love Not Landfill and London Recycles?

We are not looking to have this campaign interlinked with those other campaigns, however it will sit alongside them as ‘sister campaigns’. The EU Food Wave project sits entirely separately due to funding.

53. Will you/local waste disposal companies be providing the facts, tips and hints for the messaging or is this something you'd like us to source?

The working group representing the local authorities and waste authorities that have contributed to the campaign will be able to provide feedback on messaging resulting from their experience with residents. However we expect the messaging to be developed as part of the creative campaign utilising the research we have undertaken. This may involve nutritionists and waste experts along the way, some of whom can be accessed via our own networks and partners.

54. Are there any partners/industries that you would specifically like to attract, or are there any that you'd like to avoid?

In terms of partners/industries we would like to attract, some relevant businesses may be supermarkets or others in the food industry. We will be avoiding partners promoting unsustainable diets (such as lots of meat), excessively unhealthy diets or who are associated with food waste.

55. How often are the project board meetings scheduled to take place, for how long and will they be virtual or in person?

The working group meets on average monthly but is likely to meet more often during development of creatives in order to provide feedback at key intervals. The project board is a much larger group and so will meet less regularly.

56. Are there any mandatory campaign inclusions (logos, departments, bodies) beyond those outlined in the brief?

Not at this stage – we may need to discuss with the GLA/Mayor of London and London Councils/boroughs how or whether they are represented on campaign assets, but there is currently no plan to do so.

57. Are there any guidelines governing brand, third sector education, or influencers?

No guidelines are available for any of these; however we do review the historical content of influencers before engaging with them, to ensure that their values align with our own.

58. Do you have any existing data on segments or target demographics or Personas you can share with us at this stage?

Unfortunately not – we have been briefed on relevant persona information (for food behaviours) by a separate organisation but it is not shareable as it is proprietary information that they own the rights for.

59. Can you share or point us toward your organisational purpose, vision mission and values?

“Our vision is of a future without waste, where the way we make, consume and dispose of stuff actively tackles the climate crisis and protects our planet.”

“We will make London a global leader in sustainable ways to live, work and prosper, by revolutionising our relationship with stuff and helping London waste less and reuse, repair, share and recycle more.”

More information about ReLondon can be found on our website,
<https://relondon.gov.uk>

60. A first step as part of our campaign development process is research and insights (incorporating our behavioural science and misinformation expertise). Given that you i) have already commissioned an initial insight phase, and ii) wish to launch campaign in Jan 2023 implying a quick turnaround – what is the scope and scale of research and insights you expect from the preferred supplier at the start of this campaign?

We are not expecting any research and insights from the creative services provider. They will be asked to use the insights work that is already underway.

61. You have stated that no worked-up creatives are required at this stage. But also mention that this tender is for creative strategy, planning, design and production. In addition, creativity and relevance of ideas suggested has notable weighting in scoring. We would be grateful if you could provide more clarity on your expectation from a creatives perspective.

We are not asking for worked-up design, messages or creative assets at this stage; we are simply asking for your thoughts on the brief, and how you would tackle it. This may include reference to behavioural models, audience targeting, ways of tackling message development, sources of content, etc. – but no actual visual assets as this will be developed and paid for once the contract is in place. If you have a particularly creative central idea about how to respond to the brief, please do include it – just no worked-up messages or visuals.

62. A key consideration in pricing and cost breakdown for the campaign is the proportion of boroughs which will require localised and targeted activities in addition to the awareness-building campaign. Could you give us a rough estimate of the number of boroughs which will require this level of engagement.

There will not be borough-specific creative content as part of the London-wide educational/awareness-raising elements of the campaign. Some boroughs and waste authorities may however need events-based materials to adapt to support their local activations, such as banners, posters, recipe card templates or invitation designs. These will be developed by the successful contractor on a London-wide basis and provided to all partners to use – they will NOT be developed bespoke for each borough or waste authority requiring them. At the moment we believe that at least 7 boroughs will be doing activations at a local level (but as the resources will be common to all, it shouldn't make much difference).

63. Regarding the format of submission. could we submit our response using PowerPoint slides instead of 8xA4 sides word doc ? If so, what is the limit for PowerPoint slides?

Yes you can submit in PowerPoint format – but the page count will be the same as we often receive PowerPoint proposals which are as full of text and images as a typical Word document.

64. Can you give us more information on how much more 18-34 year olds waste food compared to 35 - 54 year olds and those with families?

We do not currently have this kind of detail readily available in terms of relative amounts of food wasted.

65. How many pages/slides can the appendix (team experience and relevant case studies) be?

The appendices can be as long as you require, but we would recommend that you provide no more than five case studies and that you keep team members' bios short. We may have a large number of responses to read and will not have time to read long appendices.

66. Is cost breakdown included within the 8x A4 sides limit or can we send an excel sheet to show our pricing?

Cost breakdown is included in the page count. You can submit as a separate Excel document but we would prefer it embedded in the core document if possible. If submitted separately, please count it as one of your pages.

67. In your own research and insights, does this include a representative pre-campaign survey, and if so, would we be able to contribute to its design?

The insights are already underway and almost complete. It does not involve a survey as it is qualitative and involves digital auto-ethnography (tasks filmed or

photographed/documentated by participants) followed up by depth interviews one-to-one. There is unfortunately no scope to contribute to the design of this phase; but there will be scope to contribute to the evaluation baseline survey (see questions above on this topic).

68. You mention that media buying will be delivered by a different partner. Can we clarify that you specifically are referring to ATL (Above The Line) advertising, rather than targeted digital/ social media etc.?

We are referring to ALL media other than potentially those that we can access at low cost directly ourselves, as a not-for-profit 'for good' campaign. If however the creative agency we appoint is in a position to manage digital/social media advertising directly, we are happy to consider whether they could do that on our behalf.

69. How many months will the contract be? It is stated that the post-campaign evaluation will be in March and April 2024.

The contract will be until end March 2024, but it is also envisaged that most of the creative work will have been complete in advance of that end date.

70. How far will the agency be involved in the evaluation period? Are there any required measures that have been used by ReLondon?

Evaluation, KPIs and measures will be developed between now and January so more information will be available as we make progress with the campaign. The agency may well have some input to what we measure and how – but the final evaluation phase will not need their direct input.

71. Other than our approach (in proposal format), are there any other documents that we need to submit?

Case studies and (short) bios for the team members you are proposing are asked for, potentially as appendices. Please ensure that you double-check and include everything that is listed in the ITT under 'Your response'.

72. To clarify, we will be marked on the approach and the ideas and not creative execution – as this is not required?

That is correct – we are not asking for visual execution at this stage, just ideas and a sense of what your approach would be (e.g. processes you would use, models you would reference, any big ideas you may have had on the topic, etc.).

73. Are you able to supply further info on Small Change Big Difference? When did you run this campaign, how did it perform and are there any learning from this campaign you are able to share and you would like to be considered for this campaign?

Information about Small Change Big Difference and the project it was part of, TRiFOCAL, can be found on the TRiFOCAL website: <https://trifocal.eu.com/> - but one of the key learnings from a creative and messaging point of view was that we needed to separate out specific behaviours and create a suite of messaging, rather than trying to communicate the whole range of food behaviours in one go.

74. Operationally, how does working with the boroughs work?

The boroughs are actively involved with campaign development, either by sitting on the project board (which meets c. quarterly, but at key decision-making moments); or participating in the working group, which has 7 borough or waste authority reps. The working group meets monthly (the successful contractor will be invited to join those meetings) and we are in regular email contact with members to get input to documents, day-to-day decision-making etc. The team here at ReLondon will be the main point of contact for the appointed contractor however and we will handle most of the borough interaction. In practical terms, the borough involvement mainly adds some extra time behind the scenes for us to consult/discuss/approve ways forward.

75. We appreciate you might not be able to share the data at this stage, for our reference, how targeted can we get? Do you have household data that identifies the demographic, household makeup, attitudes etc?

We have quite broad demographic and behavioural data around our target audience, and until our insights research has reported back we're unlikely to get any more targeted than what is in the Invitation to Tender. Happy to discuss with the successful bidder as part of early planning stages.

76. How are you currently measuring awareness? What KPI do you use?

We are not currently measuring awareness as we don't yet have a campaign to measure.

77. Is there already commitment from the boroughs / partners to the longer term behaviour change programme, and what level of investment there will be? We appreciate you might not be able to share this info, but it would be interesting to know if there is already a broad commitment to a long term programme.

There is a consensus across London local and regional government that food systems and behaviours are critical to making London a low carbon zero waste city and tackling our climate impacts. Action on the food system is also vital against a

variety of other indicators and policy areas, including health and wellbeing, and inequalities. So there WILL be longer term commitment – whether that translates to more funding for this campaign beyond the initial period is a question that we cannot answer at this stage.

78. How do you currently measure waste reduction?

Boroughs do this individually by reporting via the annual Defra waste reporting system. We at ReLondon have no systems in place to do this but refer to that data when it comes out. There are currently plans to do London-wide waste composition analysis to get a 'dipstick' measure of what people are currently throwing away, in what volumes. This will not provide us with meaningful data for some time yet.

79. Do you have existing core retail partnerships in place?

We are in conversation with a number of different food supply chain players, including a major retailer – but these are not yet concluded or set in stone, and will need to be progressed as the campaign develops and the messaging and creative approach become clear.

80. Are there any channels which are considered 'off limits'?

Any channels which directly target under-18s will need to be considered carefully; but we are willing to use a wide range of channels for the campaign. All media plans will require project board sign-off so will be subject to (local) political scrutiny at some level.

81. Regarding how the case studies can be submitted, we were keen to submit them in a presentation format – will this be acceptable? Can I also confirm that the case studies are not included in the 8 x A4 page limit?

Case studies can be submitted as presentations (e.g. slide decks), written documents or other formats depending on your preference. They are NOT included in the 8 x A4 page limit and can be in an appendix.

82. We'd be putting a tender in from a partnership, building specific campaign/project teams with specialist freelancers and/or agencies to deliver. Are you open to that approach?

Yes we would be happy with a partnership approach on the campaign – but would need a single lead partner for contract, procurement and payment purposes. They would need to have the necessary insurances and liability cover in place (e.g. professional indemnity).

83. Have you already discussed the type of content for social in much detail or are you open to this based on the insight work you're currently doing and the initial meeting, and perhaps some stress-testing of ideas with the target audience?

We haven't had any specific discussions on content or format of social yet, and are awaiting the outputs of the research and first conversations with the appointed creative contractor before reaching any conclusions on this.

84. Insight-wise - would there be ongoing scope to reach through networks you already have to shape content and also inform things like scripts, edits, calls to action etc? Recently we used a network of groups to stress test some concepts which really helped inform the media strategy and content.

Yes there would be scope to test ideas and content through existing networks – but these may not be the exact target audience for the campaign as, due to there being no specific testing budget currently, it would need to be incorporated into the overall creative budget if required. In the past in these circumstances we have done low cost 'friends, colleagues and family' testing for creative concepts. We are willing to discuss testing as an option and a budget item as part of the project set-up as we recognise it may be necessary.