

TEN 407 Campaign Marketing
Response 1

Date: 16.08.17

1.	<p>Question: After reading through the information pack I just wanted to drop you a note to understand if the budget included all advertising spend and content deployment for that period or is there a budget out with the price published.</p> <p>Answer: The allocation of advertising spend is not a requirement of the tender. Invest in Cornwall does have extra budget for advertising spend.</p>
2.	<p>Question: Is the current website for this campaign http://investincornwall.com or are there additional websites for this campaign?</p> <p>Answer: www.investincornwall.com is the current website for the Invest in Cornwall project. It is up to the tenderer to decide whether or not to propose a separate website for the campaign(s) and include the budget for this within their proposal for the tender.</p>
3.	<p>Question: Would you have the option to Edit the website (assuming this is the only one) including its meta data to attract more visitors to the website?</p> <p>Answer: We have a web development agency retained to do this on our behalf and do not anticipate providing access to the website to the successful tenderer - this can be achieved through a collaborative working relationship with the existing agency appointed by IiC as set out in the tender specification.</p>
4.	<p>Question: The tender PDF doc states that subcontracting is not allowed. Can you please confirm if this includes a situation where a Digital Marketing Company has outsourcing partners?</p> <p>Answer: A proposal will be considered if a digital marketing company has existing outsourcing partners. The tenderer will need to provide detail relating to the role that the outsourced partner will play. The tenderer must also illustrate how this relationship will work and ensure that the outcome is seamless for IiC.</p>
5.	<p>Question: Is there a specific procurement website to apply through or are all electronic application to be sent electronically to this email address: finance@cornwalldevelopmentcompany.co.uk</p> <p>Answer: Please refer to section 10 of the tender specification. All tenders must be returned via email to finance@cornwalldevelopmentcompany.co.uk or by post or in person to: Nicky Pooley, Head of Corporate Services, Cornwall Development Company, Bickford House, Station Road, Pool, Rerdruth, Cornwall, TR15 3QG. Full details are included in the tender specification document.</p>

