

Requirements to participate in this supply chain opportunity

Stage 1 – written submission

We are seeking written submissions from agencies to include the following:

Introduction to your agency and overview of your philosophy and relevant experience	Word limit: 500 words
Qualification criteria. Please answer yes or no to the following: <ul style="list-style-type: none">You are able to dedicate resource to this project from 1st November and deliver within the required timelines.You are able to deliver this project within the specified budget of £200,000 incl. VATYour core specialism as an agency is branding and you can demonstrate the required experience.You are happy to fulfil this task via a subcontract through M&C Saatchi.	
Your approach to this task – please outline your methodology to deliver against the requirements of the brief and the specific deliverables stated, bearing in mind the complexities involved.	No word limit
Timings plan – please provide a timings plan linked to your proposed methodology	No word limit
Three case studies – please provide three case study examples. Please consider each of the following when selecting case studies. <ul style="list-style-type: none">a. Delivery of strategic brand foundations that have informed brand identity creation.b. How you have delivered a successful branding and visual identity project where you have been required to evolve an existing, and established, brand.c. Digital first approach to branding and application.d. How you have delivered visual identity solutions that can flex to meet a varied set of branding uses and applications.e. How you have been able to create brands with multiple and diverse objectives (in the same way as the GREAT brand promotes the UK as a trading partner, a place to study and a travel destination)	Word limit per case study 500 words (excluding visuals)

<p>f. High levels of creativity to deliver a modern visual brand identity including examples of high impact creative activation</p> <p>g. Delivering brands that need to reach and influence international audiences</p> <p>In each case study please outline the challenges you faced, the approach you took to overcome them as well as the results including how success was measured.</p>	
<p>Key personnel – please provide an outline of the key personnel and team structure for the people who would be involved in delivering this project including CVs.</p>	<p>Max two pages A4</p>
<p>Please provide a written response to the following questions:</p> <ol style="list-style-type: none"> 1. outline your understanding of the GREAT brand and the role it plays in the promotion of the UK internationally and as a result what the challenges and opportunities are for brand and visual identity development. 2. Please describe how would you approach developing the brand against the complexity of its multiple uses with different objectives*, outlining any tools and methodologies you would propose to use. <p>* e.g. from prominent outdoor ads at Heathrow, to large scale events like Dubai Expo 2020, to small local embassy initiatives which have limited marketing capabilities”?</p>	<p>Max 1000 words for each question</p>

Stage 2 – Agency Presentations

Up to three bidders will be shortlisted to present to the evaluation panel.

At this point a clear brief for the requirements for presentation and corresponding scoring criteria will be issued to successful agencies.

Proposed indicative dates for agency presentations are the 16th and 19th October.

At this point shortlisted bidders maybe asked to sign an NDA and will also be provided with a copy of the subcontract terms for review.

Attachments to this notice:

- Attachment 1: **Creative Brief Sept 2020 GREAT Brand Refresh Final** – outlines the requirements of the task for the successful bidder, scope of work, budget, indicative timings and deliverables
- Attachment 2: **GREAT information guide** – explains what the campaign is
- Attachment 3: **Summary breakdown of our campaigns** – quick reference to GREAT campaigns and top delivery partner campaigns
- Attachment 4: **Timetable for this procurement Final** – key deadlines and timings for stage one and two. Stage two timings may be subject to change
- Attachment 5: **GREAT Brand guidelines** – giving greater detail around the elements that comprise the brand and instructions for usage
- Attachment 6: **Evaluation criteria and scoring** – evaluation criteria for the scoring of stage one written submission
- Attachment 7: **Requirements to participate in this supply chain opportunity -**
- Link: **GREAT website** – real-time updates on what GREAT has been up to recently <https://www.greatbritaincampaign.com/>