

Order Schedule 20 (Brief)

This Schedule sets out the characteristics of the Goods or Services that the Agency will be required to make available to the Client under this Order Contract

BRIEF TEMPLATE

Department/Organisation:

Contact name:

Contact email:

DPS ref:

Date issued:

Response deadline:

Summary

- a) The problem
- b) Mandatory constraints/ services required
- c) Constraints that may preclude agencies from accepting this brief
- d) Budget
- e) Timescales

The Problem (and Objectives)

- a) Outcome goals
- b) Business/ brand/ channel objectives
- c) SMART objective/ policy objective

Context (Insight)

- a) About our organisation
- b) Outline of the policy context
- c) Data, research and useful links
- d) Previous communications activity

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Audiences

- a) Audience data
- b) Current audience insight
- c) Customer journey
- d) Stakeholders and influencers
- e) Think/ feel/ do

Strategy

- a) Existing strategy
- b) Known sensitivities
- c) Branding arrangements
- d) Constraints – for example if the strategy must include a certain element
- e) Conflicts of interest/ reputational constraints

Agency requirement (Implementation)

- a) Requirements
- b) Role of the agency
- c) Management and staffing
- d) Key delivery milestones

Agency response (Evaluation)

- a) OASIS outline
- b) Marking scheme
- c) Further stage(s)

Appointment and timings (Scoring / Evaluation)

- a) Timescales for tender (stages/ award)
- b) Contract length
- c) Total contract value