

TEN 458 Copywriting Clarifications 22.05.19

No	Question	Answer
1	Do you require actual CVs for members of our team, or will bios suffice?	Please provide information regarding the team that will be dedicated to this account and a summary of the team's skills and experience. Individual CVs should be provided for the members of your team that will be dedicated to the delivery of this tender.
2	Is there any additional budget for tactics such as PPC?	Yes, there is an additional (separate) budget for Pay Per Click (PPC) Marketing that we can discuss the best use of with the successful agency.
3	Does the print / physical creation of marketing materials come out of the budget?	There is a separate budget for marketing materials. The printing and physical creation of marketing materials will come from TEN 457 'Design Services' which is a 'call down' contract. The successful agencies from both TEN 458 and TEN 457 will be expected to liaise between each other when necessary (with CDC as intermediary).
4	Is there opportunity to have a visit to the Aerohub?	The Aerohub Business Park site is open, and can be found at postcode TR8 4JZ. The site is mainly unoccupied. If you use Google maps/street view you will find they have not been updated by Google and you will only see construction works. Sector 2 on the Aerohub Business Park is not yet finished and is not open to the public.
5	Regarding: "Examples of three previous B2B design projects you have designed and created across a range of platforms (ideally at least one example from within the development sector or similar) and including one Facebook/Twitter/LinkedIn advertising concept created in the last three years" We have huge diversity of design projects but not specifically a FB/Twitter? LinkedIn campaign. How much weight are examples of social media?	30 marks out of the overall scoring are dedicated to the three examples given. If all agencies can give varied examples of the types of work you have been involved in it would be helpful.