Crown Commercial Service

Government Communication Service

Invitation to tender

Attachment 2b
Award questionnaire response guidance, evaluation and marking scheme

Campaign Solutions 2

Reference Number
RM6125

# Contents

# 1    Introduction

1.1    This document provides an overview of the methodology which will be adopted by CCS to evaluate your response to each question. It also sets out the marking scheme which will apply. For the avoidance of doubt, references to "you" in this document shall be references to the Potential Agency.

1.2    The defined terms used in the Attachment 1 How to bid, shall apply to this document.

1.3    Remember your responses need to be submitted within the eSourcing suite, in the technical envelope.

1.4    In the technical envelope after Section A, you will be asked to confirm which Lots you are bidding for. You will only be able to access the Lot specific questions for the Lots you confirm you are bidding for in this question. Please ensure you select the correct Lots.

1.5    Please ensure you have read Attachment 2 How to bid which contains information on the Award process and how your quality score will be calculated.

1.6    Each question must be answered in its own right. You must not answer any of the questions by cross referencing other questions or other materials for example reports or information located on your website.


# 2    Overview

2.1    The questions are broken down into the following sections:

Section A – Mandatory questions (all Potential Agencies to complete)

Section B – Lot 1 specific questions

Section C – Lot 2 specific questions

Section D – Lot 3 specific questions

Section E – Lot 4 specific questions

Section F – Lot 5 specific questions

## 3 Marking scheme and response guidance

Evaluators will use the below marking scheme below to score all of the questions which are not Pass/Fail.

| Marking Scheme | Evaluation Guidance |
|---|---|
| 100 | **A VERY GOOD ANSWER**<br><br>The response is relevant to the question and fully satisfies all the requirements and the response guidance in the question.<br><br>The response is comprehensive, unambiguous, demonstrates a thorough understanding of the Service requirements and provides details of how the Service requirement will be met in full.<br><br>Full and relevant evidence has been provided to demonstrate delivery of the services to meet the Service requirement.<br><br>In the view of the evaluators, the approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the services. |
| 75 | **A GOOD ANSWER**<br><br>The response is relevant to the question and satisfies most of the requirements and the response guidance in the question<br><br>The response is sufficiently detailed to demonstrate an understanding of the Service requirements and provides details on how the Service requirements will be met.<br><br>Sufficient evidence has been provided to demonstrate delivery of the services to meet the Service requirement.<br><br>In the view of the evaluators, the approach will meet the requirements for the delivery of the services. |
| 50 | **A SATISFACTORY ANSWER**<br><br>The response is relevant to the question and satisfies some of the requirements and the response guidance in the question.<br><br>Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to demonstrate a full understanding of the Service requirements. However, the lack of detail and/or lack of explanation and/or ambiguity in the response is not considered to be material to the Potential Agency's ability to meet the Service requirement and constitutes minor concerns.<br><br>In the view of the evaluators, the approach has the potential to meet the material requirement for the delivery of the services. |

| | |
|---|---|
| 25 | **A BELOW STANDARD ANSWER**<br><br>The response is not fully relevant to the question or only partially satisfies the requirements and the response guidance in the question. The response either:<br><br>Addresses all the response guidance, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to demonstrate a full understanding of the Service requirements<br><br>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Potential Agency's ability to meet the Service requirement and constitutes major concerns.<br><br>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.<br><br>or<br><br>Addresses some elements of the requirements of the question but not all. As not all the response guidance is addressed, the response does not demonstrate a full understanding of the Service requirements.<br><br>The elements of the requirement, and the response guidance that have not been addressed are considered to be material to the Potential Agency's ability to meet the Service requirement and constitutes major concerns.<br><br>In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services. |
| 0 | **A POOR ANSWER**<br><br>The response is not relevant to the question and/or the response has not answered the question or addressed any of the response guidance that was asked and/or the response has satisfied very few to none of the question requirements or the response guidance.<br><br>In the view of the evaluators, the approach cannot meet the requirement for the delivery of the services.<br><br>or<br><br>No response provided. |

3.1 Please read important guidance

For questions **QA4, QB1, QB2, QB3** and all questions in sections **B, C, D, E** and **F**, you must **NOT** include any of the following in your responses:

- links to websites or URLs;

- embedded files or objects (i.e. files or objects which contain a reference to an external file/document);

- additional attachments.

If any of the above are submitted they will not be considered in the evaluation of your response.

Your response should be focused on, addressing the requirement and response guidance of the question.

You must not make generalised statements or provide irrelevant information.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

3.2     Please read important guidance

For Questions **QB4 and QB5** your response must be submitted as an attachment. The attachment:

- must adhere to the maximum number of 4 single-sided A4 pages for each question
- you must use 'Arial' font, size 11
- you must ensure your organisation name on the footer of each of the 4 single-sided A4 pages
- must be saved in PDF format

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

Please upload your PDF response to the relevant question in the eSourcing system, using a separate attachment for each question. You must use the following naming convention: [question number] [Potential Agency name]'

Your response should be focused on, addressing the brief and response guidance of the question.

You must not make generalised statements or provide irrelevant information.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.

## 4 Section A – Mandatory questions applicable to all Potential Agencies

4.1 A summary of all the questions contained within section A, along with the marking scheme and maximum mark available for each question is set out below:

| Question | | Marking scheme | Maximum mark |
|---|---|---|---|
| QA1 | Board level account lead | Pass/Fail | N/A |
| QA2 | Management Information | Pass/Fail | N/A |
| QA3 | Relationship Management | Pass/Fail | N/A |
| QA4 | Social Value | 0/25/50/75/100 | 10 |

4.2 Section A questions:

| QA1 – Board level account lead |
|---|
| If you are successful in being awarded a place on the Campaign Solutions 2 Framework, please confirm that you will provide Government Clients with a named account lead at your Board level who will take overall responsibility for Government business, as outlined in the Framework Contract?<br><br>**YES -** You will, provide Government Clients with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Contract<br><br>**NO -** You will not, or cannot, provide Government Clients with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Contract |
| QA1 – Response Guidance<br><br>All Potential Agencies must answer this PASS/FAIL question.<br><br>If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process.<br><br>As outlined in the Framework Contract, Potential Agencies are required to provide a Board level account lead who will be responsible for the overall delivery of work contracted through the Framework Contract and Call-Off Contracts. They will drive Client strategy, be responsible for overall agency team effectiveness and be accountable for all Potential Agency deliverables.<br><br>Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question. |

| Marking Scheme | Evaluation Guidance |
|---|---|
| PASS | The Potential Agency has selected **YES** and confirms they will provide Government Clients with a named account lead at Board level at their |

| | Agency who will take overall responsibility for Government business when the Framework Contract goes live. |
|---|---|
| FAIL | The Potential Agency has selected **NO** and confirms they will not, or cannot provide Government Clients with a named account lead at Board level at their Agency who will take overall responsibility for Government business when the Framework Contract goes live. <br><br> OR <br><br> The Potential Agency has not selected **YES** or **NO**. |

| QA2 - Management Information |
|---|
| If you are successful in being awarded a place on the Campaign Solutions 2 Framework, please confirm you will have the systems in place that will deliver the Management Information (MI) requirements as outlined in Framework Schedule 5 of the Framework Contract (Management Charges and Information) <br><br> **YES** - You will, have the systems in place that will deliver MI requirements as set out in as outlined in Framework Schedule 5 of the Framework Contract (Management Charges and Information) when the Framework Contract goes live <br><br> **NO** -   You will not, or cannot, have the systems in place that will deliver the MI requirements as outlined in Framework Schedule 5 of the Framework Contract (Management Charges and Information) when the Framework Contract goes live |
| QA2 Response Guidance <br><br> All Agencies must answer this PASS/FAIL question. <br><br> If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process. <br><br> As outlined in the Framework Contract, Potential Agencies are required to have systems in place to be able to deliver the Management Information (MI) requirements when the Framework Contract goes live <br><br> Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question. |

| Marking Scheme | Evaluation Guidance |
|---|---|
| PASS | The Potential Agency has selected **YES** and confirms they will have systems in place to be able to deliver the Management Information (MI) requirements as set out in the Framework Contract when the Framework Contract goes live. |
| FAIL | The Potential Agency has selected **NO** and confirms they will not, or cannot, have systems in place to be able to deliver the Management |

| | Information (MI) requirements as set out in the Framework Contract when the Framework Contract goes live. |
| | OR |
| | The Potential Agency has not selected **YES** or **NO.** |

| QA3 – Relationship Management |
|---|
| If you are successful in being awarded a place on the Campaign Solutions 2 Framework, please confirm that you will have designated practices and protocols to manage relationships with Sub-Contractors and other Agencies on Government business, and make these practices and protocols available to the Client on request. |
| QA3 Response Guidance |
| All Potential Agencies must answer this PASS/FAIL question. |
| If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process. |
| As outlined in the Framework Contract, Agencies are required to have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the Client on request. |
| Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question. |

| Marking Scheme | Evaluation Guidance |
|---|---|
| PASS | The Potential Agency has selected **YES** and confirms they will have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the Client on request when the Framework Contract goes live. |
| FAIL | The Potential Agency has selected **NO** and confirms they will not have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the Client on request when the Framework Contract goes live. |
| | OR |
| | The Potential Agency has not selected **YES** or **NO**. |

| QA4 – Social Value |
|---|
| Requirement |
| Please demonstrate how you will support the government's Social Value commitment through your agency ways of working and policies. |
| Response guidance |
| Your response should demonstrate how you will support two (2) of the key social value themes below:<br><br>1. Help small and medium enterprises to grow, supporting economic growth and business creation.<br>2. Promote diversity and inclusion and social mobility when both attracting candidates and ensuring equal opportunities to individuals within the recruitment service operations.<br>3. Approach collaboration opportunities within the supply chain and a fair and responsible approach to working with supply chain partners in delivery of the contract.<br>4. Influence staff, suppliers, customers to support mental health and wellbeing in workplace<br>5. Address the global issue of Climate Change and how you will manage and influence global carbon footprint within your organisation and supply chain.<br><br>Your response must not exceed the maximum character count of 6,000 characters, which includes spaces and punctuation.<br><br>You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters. |

# 5    Section B – Lot 1 End to End Campaign Management questions

5.1    A summary of all the questions for Lot 1, along with the marking scheme and maximum mark available for each question is set out below:

| Question | | Marking scheme | Maximum mark |
|---|---|---|---|
| QA4 | Social Value | 0/25/50/75/100 | 10 |
| QB1 | Account Management | 0/20/50/75/100 | 20 |
| QB2 | Communications Strategy - POEM | 0/20/50/75/100 | 15 |
| QB3 | Creative Strategy, Ideation and Delivery | 0/20/50/75/100 | 15 |
| QB4 | **International brief** Communications Strategy Development Concept Development and Creative Design Campaign Delivery Evaluation and measurement | 0/20/50/75/100 | 20 |
| QB5 | **Domestic brief** Communications Strategy Development Concept Development and Creative Design Campaign Delivery Evaluation and measurement | 0/20/50/75/100 | 20 |

5.2    Section B questions:

| QB1 – Account management |
|---|
| Requirement |
| The Potential Agency is required to deliver all services as set out in Framework Schedule 1 Specification. |
| The Potential Agency is required to manage any partnerships or subcontracted elements to deliver the full scope of services both on a domestic and international level. |
| Response guidance |
| Please demonstrate how you will manage any partnerships or subcontracted elements to deliver the full scope of services both on a domestic and international level. Please note, Agencies who do not intend to use any partnerships or Subcontractors within their supply chain must still answer the question in the context of how they would appoint and manage their supply chain in the future, if required. |
| Your response should demonstrate but not be limited to: |

- Your processes and structure for account management and how you will manage any issues
- How you will provide international and in-market expertise where required by the Client
- How you will select the right partners and/or talent to meet the Client requirements
- How you will collaboratively work with other Client agencies i.e. media strategy and planning, media buying, communications auditing agency.

Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QB2 – Communications Strategy - POEM |
| --- |

| Requirement |
| --- |
| The Potential Agency is required to deliver a best in class Communications Strategy with considerations of paid, owned and earned (POEMS) as set out in Lot 1 paragraph 1 Core Services, Framework Schedule 1 Specification. |

Response guidance

With reference to the Government's OASIS framework, demonstrate your ability to deliver a best in class Communications Strategy with considerations of paid, owned and earned (POEMS) as set out in Lot 1 paragraph 1 Core Services, Framework Schedule 1 Specification.

Your response should demonstrate but not be limited to:

- How you will identify and use the full range of communications channels when developing communications strategy for the Client
- Your ability to deliver strategy and implementation recommendations covering the uses of paid, owned and earned media channels
- How you will use strategy to build on the audience insight and relate the strategy back to specific objectives
- How you will use innovative approaches to solving complex problems

Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QB3 – Creative Strategy, Ideation and Delivery |
| --- |
| Requirement |
| The Potential Agency is required to deliver best in class creative campaigns with considerations of all the required elements within Framework Schedule 1 Specification, including strategy development and delivery. |
| Response guidance |
| With reference to the Government's OASIS framework, demonstrate your ability to deliver best in class creative campaigns with considerations of all the required elements within Framework Schedule 1 Specification, including strategy development and delivery. <br><br> Your response should demonstrate but not be limited to: <br><br> • Your ways of working, processes, workflow tools to ensure smooth delivery of services - i.e. handoffs to other teams or partners within your organisation / consortium / subcontractors <br> • How you will test your strategies and creative concepts to ensure delivery of best campaign outcomes <br> • How you will optimise, learn and evolve creative campaign ideas throughout your relationship with the Client and evaluation feedback <br> • How you select the right talent experience for individual Clients to deliver campaigns outcomes <br><br> Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation. <br><br> You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters. |

<br>

| QB4 – International brief |
| --- |
| Requirement |
| Please read the brief for QB4, Attachment 2c, and provide your response in the eSourcing suite. |
| Your response to brief should include: <br><br> 1. **Communications Strategy Development** (30% of the questions maximum mark): <br> Development of a communications strategy in line with GCS OASIS framework including audience analysis, insight generation, strategic planning of content/messaging. This does not include media planning. Strategy must |

demonstrate understanding of international audiences, including nuances and variation between geos.

2. **Concept Development and Creative Design (30%):**
Development of creative propositions, inclusive of relevant research; creative development across both art and copy; development of ideas, core messages and values. This should include demonstration of the understanding of nuances and variations amongst international audiences.

3. **Campaign Delivery (20%):**
Campaign management and delivery of owned and earned channels, alongside account management across multi-channel campaigns; consideration of client specific comms. Dependent on the communications strategy campaign delivery may include (but is not limited to):
   ● Public Relations
   ● Direct Marketing
   ● Digital Marketing and Social Media
   ● Partnerships
   ● Experiential and events

4. **Evaluation and measurement (20%):**
Evaluation framework as part of the communications strategy; client reporting and management; campaign effectiveness measurement.


Your response must be submitted as an attachment. The attachment:

• must adhere to the maximum number of 4 single-sided A4 pages for each question
• you must use 'Arial' font, size 11
• you must ensure your organisation name on the footer of each of the 4 single-sided A4 pages
• must be saved in PDF format

You must **NOT** include any of the following in your responses:

• links to websites or URLs
• embedded files or objects

You must use the following naming convention: [QB4] [Potential Agency name]

| QB5 – Domestic brief |
| --- |
| Requirement<br><br>Please read the brief at Attachment 2d, and provide your response in the eSourcing suite. |

**Response to brief should include:**

1. **Communications Strategy Development (30%):**
   Development of a communications strategy in line with GCS OASIS framework, including audience analysis, insight generation, strategic planning of content/messaging. This does not include media planning.
2. **Concept Development and Creative Design (30%):**
   Development of creative propositions, inclusive of relevant research; creative development across both art and copy; development of ideas, core messages and values.
3. **Campaign Delivery (20%):**
   Campaign management and delivery of owned and earned channels, alongside account management across multi-channel campaigns; consideration of client specific comms. Dependent on the communications strategy campaign delivery may include (but is not limited to):
   - Public Relations
   - Direct Marketing
   - Digital Marketing and Social Media
   - Partnerships
   - Experiential and events
4. **Evaluation and measurement (20%):**
   Evaluation framework as part of the communications strategy; client reporting and management; campaign effectiveness measurement.

Your response must be submitted as an attachment. The attachment:

- must adhere to the maximum number of 4 single-sided A4 pages for each question
- you must use 'Arial' font, size 11
- you must ensure your organisation name on the footer of each of the 4 single-sided A4 pages
- must be saved in PDF format

You must **NOT** include any of the following in your responses:

- links to websites or URLs
- embedded files or objects

You must use the following naming convention: [QB5] [Potential Agency name]

## 6        Section C – Lot 2 Media Strategy and Planning questions

6.1     A summary of all the questions for Lot 2, along with the marking scheme and maximum mark available for each question is set out below:

| Question | | Marking scheme | Maximum mark |
|---|---|---|---|
| QA4 | Social Value | 0/20/50/75/100 | 10 |
| QC1 | Outcomes, Optimisation & Objectives | 0/20/50/75/100 | 25 |
| QC2 | Audience Insight and Development | 0/20/50/75/100 | 25 |
| QC3 | Problem Solving and Strategy development | 0/20/50/75/100 | 25 |
| QC4 | Talent and Talent Development | 0/20/50/75/100 | 15 |

6.2     Section C questions:

| QC1 – Outcomes, Optimisation & Objectives |
|---|
| Requirement |
| The Potential Agency is required to provide media strategy and planning that is focused on delivering Client outcomes. This includes but is not limited to revisiting, optimising and amending that strategy and any deliverables linked to it on an ongoing basis as well as determining, setting and adjusting objectives for paid, owned and earned media that align to those outcomes. |

| Response guidance |
|---|
| Please describe how you will approach the emphasis on Outcomes including the cascading tactics across **Leadership, Organisation, Process, Data** and **Technology** that you will deploy. |
| With reference to the Government's OASIS framework, please demonstrate how you will approach the emphasis on Outcomes including the cascading tactics across Leadership, Organisation, Process, Data and the Technology that you will deploy. |
| Your response must be focussed on how requirements will be met as part of the delivery of media planning services and should not include reference to any current or historic media buying services that has been provided or is currently being provided for Central Government. |
| Your response should include but not be limited to: <ul><li>Describe the core principles and approaches that will be taken into account to meet Clients requirements, ensuring a focus on delivering Client outcomes.</li><li>Demonstrate the tactics that will cascade from those principles and approaches</li></ul> |
| Your response must not exceed the maximum character count of 12,000 characters, which includes spaces and punctuation. |
| You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters. |

| QC2 – Audience Insight and Development |
| --- |
| Requirement |
| The Potential Agency is required to take an innovative approach to audiences that is specific to the requirements of the brief but suitable to be actioned against across paid, owned and earned media. The Potential Agency is expected to provide compelling audience insights as well as to identify, develop and categorise audiences according to the brief. The Potential Agency must adopt a non-static view of audiences and ensure that audience insights and categorisations are based on valid data points and duly take into consideration all and any inaccuracies, margin of errors, ethics and biases concerning those data points. |
| Response guidance |
| Please demonstrate how you will identify, segment, develop and update audiences. This should include exactly how you will work with any creative agency(s) and the media buying agency, around audiences, what proprietary or alternative tools or data source you would use and also your policy and procedures for mitigating inaccuracies, accounting for margin of errors, ethics and biases in audience insight and data. |

Your response must be focussed on how requirements will be met as part of the delivery of media planning services and should not cannot include reference to any current or historic media buying services that has been provided or is currently being provided for Central Government.

Your response should demonstrate but not be limited to:

- How you will identify, segment, develop and update audiences
- How you will work with third parties such as the creative agency and media buying agencies around audience
- What proprietary or otherwise tools or data you would use
- Your process and procedure for mitigating inaccuracies, margin of errors, ethics and biases concerning those data points.

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QC3 – Problem Solving and Strategy development |
| --- |
| Requirement |
| The Potential Agency is required, at all times to provide world class creative thinking and problem solving using paid, owned and earned media. One of the tactics of facilitating that service is by creating and maintaining a strategy for the media. |
| |

Response guidance

Please demonstrate your media strategy development process and procedure including the core principles that not only underpin it but make it unique. Include the degree to which you would adapt this procedure to meet the requirements of the variety of public sector customers using this Framework Agreement. Please include in your response tactics you will deploy to foster creative thinking and problem solving including how you review, scrutinise and challenge a strategy and how you would ensure consistency in strategies between different campaigns for different departments beneath an overarching theme.

Your response must be focussed on how requirements will be met as part of the delivery of media planning services and should not cannot include reference to any current or historic media buying services that has been provided or is currently being provided for Central Government.

Your response should include but not be limited to:

- A description of your organisations distinct brand of media strategy development including its core principles that not only underpin it but make it unique

- An overview Demonstrate your media strategy development process including the stages

- Any changes in those core principals or processes that you anticipate you will need to make to meet the requirements of Clients using this Framework Agreement.

- Methodology of internal or otherwise review, scrutiny and challenge of media strategies and recommendations

- How you would ensure consistency in strategies between different campaigns for different departments beneath an overarching theme

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

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QC4 – Talent and Talent Development

Requirement

The Potential Agency is required at all times to provide access to the suitable talent that reflects a diversity in thought, experience and knowledge. This includes but is not limited to deploying talent to best suit the Clients requirements, retaining talent working on the Client's account, actively developing talent over the duration of the Framework Contract, maintaining a motivated pool of talent and appropriately managing performance.

Response guidance

Please demonstrate your ability to attract, manage, develop and retain a suitable pool of talent to meet the requirements of Clients. This should include but is not limited to your approach to recruitment and onboarding, personal and professional development, training, learning, accreditation and succession planning.

As part of this please articulate the benefit of these to the Clients that this Framework Agreement will be available to and the areas where you may be able to collaborate with Government Communication Service.

Your response must be focussed on how requirements will be met as part of the delivery of media planning services and should not cannot include reference to any current or historic media buying services that has been provided or is currently being provided for Central Government.

Your response should demonstrate but not be limited to:

- Your approach to attracting, recruiting and onboarding talent that reflects a diversity in thought, experience and knowledge.

- Your process and procedure for performance managing talent, and how you will maintain and motivate your talent pool

- Your process and procedure for personal and professional development and career progressions

- The benefit of your approach to the Clients that this Framework will be available to and the areas where you may be able to collaborate with Government Communications Service

Your response must not exceed the maximum character count of 6,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

# 7 Section D – Lot 3 Content Versioning and Distribution questions

7.1 A summary of all the questions for Lot 3, along with the marking scheme and maximum mark available for each question is set out below:

| Question | | Marking scheme | Maximum mark |
|---|---|---|---|
| AQ4 | Social Value | 0/20/50/75/100 | 10 |
| QD1 | Account Management | 0/20/50/75/100 | 30 |
| QD2 | Collaborative Working | 0/20/50/75/100 | 15 |
| QD3 | Change Management | 0/20/50/75/100 | 15 |
| QD4 | Onboarding and Transition Management | 0/20/50/75/100 | 30 |

7.2 Section D questions:

| QD1 – Account Management |
|---|
| Requirement |
| The Potential Agency is required to deliver the full scope of services both on a domestic and international level. Please demonstrate how you will manage any partnerships or subcontracted elements to deliver the full scope of services. |
| Please note, Agencies who do not intend to use Subcontractors must still answer the question in the context of how they would appoint and manage Subcontractors in the future, if required. |
| Response guidance |
| Please demonstrate how you will deliver the full scope of services both on a domestic and international level. Please demonstrate how you will manage any partnerships or subcontracted elements to deliver the full scope of services. |
| Your response should demonstrate but not be limited to: |

- Your capabilities, processes and structure for account management, account leadership and how you will manage any issues
- Your organisation's structure and global footprint and how you will deliver the services on both a domestic and international level
- Your proposed operating model indicating where you will use third parties and how you will select the right partners and/or talent to meet the Client requirements
- Your workflow(s), technology solutions i.e. Digital Asset Management, onboarding and implementation plan

Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QD2 – Collaborative Working |
|---|
| Requirement |
| The Potential Agency is required to collaborate and work with a vast range of Client's and Clients' other agency partners. |
| Response guidance |

Please demonstrate your ability to collaborate and work with a vast range of Client's and Clients' other agency partners.

Your response should demonstrate but not be limited to:

- How you will collaboratively work with other Client agencies i.e. media and creative agencies for the implementation of a production plan and to ensure timelines can be met

- How you define and agree clear roles and responsibilities and the handover process to build a successful model that works across all agency partners

- How you will manage the potential scale of Client requirements through this Framework Agreement

- How you will manage the different types of Clients, with different service requirements

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QD3 – Change Management |
|---|
| Requirement |
| The Potential Agency is required to help Clients with any change management process when decoupling their creative supply chain. |
|  |

Response guidance

Please demonstrate how you will help Clients with any change management process when decoupling their creative supply chain. As part of this please articulate the benefit of this step change to the Clients using this Framework Agreement and how Central Government Clients can better value from a cross-government approach.

Your response should demonstrate but not be limited to:

- How you will educate and support Clients on new processes and ways of working through this Framework Contract

- How you will adopt a partnership approach to ensure collaboration and better ways of working for Clients throughout the duration of the Framework Contract

- How you will help government and the wider public sector to be a more intelligent Client.

- How you will work in partnership with government and the Clients to properly utilise data to execute and measure and inform strategic planning

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.


| QD4 – Onboarding and Transition Management |
| --- |
| Requirement |
| This Framework Agreement will be in place for a maximum of four years. Therefore, if in any instance we need to prepare for transition, the Agency, Clients and Authority must have an exit management plan in place. Please see Schedule 10 of the Framework Contract.<br><br>In addition to the above requirement, as per Lot 3 Content Versioning and Distribution, paragraph 2.5.2 of Framework Schedule 1 Specification, Clients reserve the right to extract all assets and data from the Agency's Digital Asset Management (DAM), at no cost and at any point in time. |
| Response guidance |
| Please demonstrate your process to enable Client's to extract all assets and data from the Agency's Digital Asset Management (DAM), at no cost and at any point in time. Including potential transition to another DAM, either bought, made or sourced by the Client.<br><br>Your response should demonstrate but not be limited to: |

- How you will smoothly onboard Clients to your DAM and new ways of working with their new decoupled creative approach
- How you build relationships with Clients to understand their needs and essentially deliver best outcomes
- How you manage a smooth transition away from your DAM platform including extraction of all assets in a usable format either into another DAM, or as specified by the Client

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

## 8 Section E – Lot 4 Stock Imagery, Footage and Sound questions

8.1 A summary of all the questions for Lot 4, along with the marking scheme and maximum mark available for each question in Section E is set out below:

| Question | | Marking scheme | Maximum mark |
|---|---|---|---|
| QA4 | Social Value | 0/20/50/75/100 | 10 |
| QE1 | Account Management | 0/20/50/75/100 | 40 |
| QE2 | Collaborative Working | 0/20/50/75/100 | 20 |
| QE3 | Value for Money | 0/20/50/75/100 | 20 |

8.2 Section E questions:

| QE1 – Account Management |
|---|
| Requirement |
| The Potential Agency is required to deliver all services as set out in the Framework Schedule 1 Specification.<br><br>The Potential Agency is required to provide appropriate access to assets, management of talent and manage any partnerships or subcontracted elements to deliver the full scope of services both on a domestic and international level. |
| Response guidance |
| Your response should demonstrate but not be limited to:<ul><li>Your processes and structure for account management and how you will manage any issues</li></ul> |

- Your approach to managing, developing and retaining suitable libraries to meet the requirements of the Clients
- How you will select the right partners and/or talent to meet the Client requirements, including how you will manage any partnerships and appoint and manage subcontractors
- Your ways of working, processes, workflow tools to ensure smooth delivery of services and delivery of assets to clients with different requirements

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

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## QE2 - Collaborative Working

### Requirement

The Potential Agency is required to collaborate and work with a vast range of Client's and Clients' other agency partners.

### Response guidance

Please demonstrate your ability to collaborate and work with a vast range of Client's and Clients' other agency partners.

Your response should demonstrate but not be limited to:

- How you will manage the potential scale of Client requirements through this Framework Agreement
- How you will manage the different types of Clients, with different service requirements
- Your process for uploading assets to a Client's appointed DAM solution, or if the Client does not have a DAM what your processes are for usage rights and management of assets

Your response must not exceed the maximum character count of 8,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QE3 Value for Money |
| --- |
| Requirement |
| The Potential Agency is required to make recommendations to Clients which will enable them to achieve best value for money through buying of Stock Imagery, Footage and Sound through this Lot. |
| Response guidance |
| Please demonstrate how you will provide strategic advice to enable government to leverage its scale and maximise cost efficiencies for individual Clients.<br><br>Your response must not exceed the maximum character count of 6,000 characters, which includes spaces and punctuation.<br><br>You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters. |

## 9 Section F – Lot 5 Events questions

9.1 A summary of all the questions for Lot 5, along with the marking scheme and maximum mark available for each question is set out below:

| Question | | Marking scheme | Maximum mark |
| --- | --- | --- | --- |
| QA4 | Social Value | 0/20/50/75/100 | 10 |
| QF1 | Account Management and talent | 0/20/50/75/100 | 25 |
| QF2 | Full end to end delivery | 0/20/50/75/100 | 40 |
| QF3 | Technical capability and process / approach | 0/20/50/75/100 | 25 |

9.2 Section F questions:

| QF1 – Account Management and talent |
| --- |
| Requirement |
| The Potential Agency is required to deliver all services as set out in, Framework Schedule 1 Specification.<br><br>The Potential Agency is required to provide appropriate management of talent and manage any partnerships or subcontracted elements to deliver the full scope of services both on a domestic and international level. |
| Response guidance |
| The Potential Agency is required at all times to provide access to suitable talent that reflects a diversity in thought, experience and knowledge. This includes but is not |

limited to deploying talent to best suit the Clients requirements, retaining talent working on the Client's account, activity developing talent over the duration of the Framework Contract, maintaining a motivated pool of talent and appropriately managing performance. It also includes working effectively with multiple stakeholders, partners and other agencies of the Client to ensure smooth delivery of the event and drive best outcomes.

Your response should demonstrate but not be limited to:

- Your processes and structure for account management and how you will manage any issues

- Your approach to attracting, managing, developing and retaining a suitable pool of talent to meet the requirements of Clients. This should include personal and professional development, training, learning, accreditation and succession planning. As part of this please articulate the benefit of these to the public sector organisations that this framework will be available to.

- How you will select the right partners and/or talent to meet the Client requirements, including how you will manage any partnerships and appoint and manage subcontractors

- Your ways of working, processes, workflow tools to ensure smooth delivery of services - i.e. handoffs to other teams within your organisation and working collaboratively with partners, stakeholders and other agencies of the Client associated with the events.

- How you will provide international and in-market expertise where required by the Client

Your response must not exceed the maximum character count of 10,000characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QF2 – Full end to end delivery |
| --- |
| Requirement |
| The Potential Agency must be capable of delivering best in class domestic and global events with consideration of all the required elements within the specification, as set out in Framework Schedule 1 Specification. |

Response guidance

With reference to the Government's OASIS framework, please demonstrate how you would plan and deliver a full end to end, complex, high profile global event with VIP delegates i.e. international Heads of State, meeting the core services in the specification.

This should include but is not limited to:

- How you would help the Client to understand their events objectives, develop and test strategies, creative concepts and content to deliver world class events driving innovation and best value. This should include the process and tools you will use to measure success and how you will optimise, learn and evolve ideas throughout your relationship with the Client to ensure continuous improvement.

- How you would attract, recruit and manage delegates and / or companies to events. This should include the methodologies you would use and your reach on both a domestic and international basis, including managing the protocols for VIPS, their travel and accommodation

- Your approach to managing complex supply chains including project and programme management, generating opportunities through sponsorship and value in kind, design and build, equipment hire, venue booking, production, all equipment hire and logistics, financial management, risk management and security

- How you would develop and deliver integrated marketing, communications and media activity to maximise reach and achieve event outcomes.

Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.

| QF3 – Technical capability and process / approach |
| --- |
| Requirement |
| The Potential Agency is required to have the technical capability to deliver complex, high profile global virtual and hybrid events for both domestic and overseas requirements. |

Response guidance

Please demonstrate your technical capability to deliver complex, high profile global virtual and hybrid events for both domestic and overseas requirements.

Your response should demonstrate but not be limited to:

- The process you undertake in the planning and delivery of an international hybrid event with VIPS
- Which platforms you own and which platforms you use for the delivery of virtual and hybrid events
- The tools and systems you use including delegate management and accreditation portals, interactive engagement and reality tools
- How you manage IT assurance, integration, security and governance
- How you will keep abreast of, test and implement emerging technologies to deliver best event outcomes

Your response must not exceed the maximum character count of 10,000 characters, which includes spaces and punctuation.

You are required to insert your response to this question in the technical envelope in the applicable text boxes provided, each box has a character count of 2,000 characters.