

# **DPS Schedule 1 (Specification)**

## **Foreword by Alex Aiken, Executive Director, Government Communications**

The best campaigns involve a planned sequence of communications that achieve defined objectives using compelling stories to deliver a measurable outcome. They are at the heart of public service communication and the pandemic has shown the important role that they play both locally and nationally.

To help us to continue to run the best campaigns we want to be able to work with the best and most innovative agencies across the whole of the UK.

So we are proud to be launching the new Communications Marketplace allowing Government and the public sector to access suppliers from all four Nations of the UK. We are improving our approach to using suppliers and I strongly encourage agencies of whatever size to register on the platform. As the communication landscape continues to change and as we modernise the GCS, the Communications Marketplace will be critical to ensure we can deliver cost effective campaigns for the people we serve across the whole of the UK. It has been developed through extensive engagement with agencies across the UK and with a wide range of Government and wider public sector clients.

The new Communications Marketplace will replace the current Communication Services agreement. In a similar way as before, the Marketplace will allow for standalone, direct relationships with agencies providing specialist expertise and niche services. The benefit is that agencies go through a much simpler process than before to become a registered agency to work with us. Agencies can also join at any point throughout the duration of this agreement. This will allow us to flex our partnerships with our needs. The Communications Marketplace will complement the Campaign Solutions Framework which will continue to be an agreement that will facilitate longer term, strategic relationships providing end-to-end campaign solutions.

We've built in more flexibility for how we work with our agencies and will put in place solutions to drive better, more joined up ways of working across government and the public sector. The new Communications Marketplace will allow compliant access to new agencies and specialist capabilities as both markets and needs develop, irrespective of size and location across the UK.

The last 18 months have proven again that the most effective campaigns save, improve and enrich lives and form part of the national conversation. Excellent campaigns have insight into audiences, their characteristics, aspirations and beliefs at their heart. In addition, campaigns must have focused outcomes (lives saved, new jobs created or people empowered), a strong narrative, good evidence of audience preferences and a mastery of all channels to reach target audiences.

Well targeted communications have been a fundamental pillar of the national response at all levels of government to the pandemic. For example, we have engaged specialist outreach agencies to provide teams to visit Local Authorities (LA) and engage with the public on testing, vaccines and health behaviours. Multicultural teams with the relevant language skills have engaged the hardest to reach groups on the ground - answering their most pressing

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questions on the vaccine and testing. The teams have visited over 200 LAs over the last year, working closely with each LA to tailor the offer to their local priorities and messaging.

For the Government, the next four years will mark the recovery from the pandemic and the important work to Build Back Better and level-up the country. These will all bring new challenges for the communications profession and our agencies. The pandemic has forced us to adopt new ways of working, and reframed the way we communicate. As we look ahead there are six key areas that government communications will be focusing on:

1 - Building a united profession, encouraging greater collaboration cross-departmental and organisational boundaries. This includes a move away from the volume of campaigns that currently exists and to produce fewer, bigger campaigns which are more impactful and more effective.

2 - Building digital capability to effectively communicate with audiences online, including removing barriers presented by inaccessible communications.

3 - Building direct relationships to ensure we deliver trusted messages to the public and achieve cut through in crowded communications spaces.

4 - Building understanding of how communication produces outcomes, becoming both more efficient and effective.

5 - Building our knowledge, ensuring we are future-proofing our expertise by constantly reinventing and upskilling ourselves to emerging technologies.

6 - Building back better, together, by bringing people together, reaching out to marginalised communities, and removing barriers through accessible campaigns.

If you believe your agency can offer world class solutions to help us save, improve and enrich the lives of all people living in the UK we would be delighted for you to register on the Communications Marketplace.

Alex Aiken

Executive Director, Government Communication

July 2021

## **1. Introduction**

- 1.1.** This Schedule sets out what we and our Clients want.
- 1.2.** The Agency must only provide the Goods or Services for the Filter Categories to which they have been selected as part of their RM6124 Selection Questionnaire (SQ).
- 1.3.** For all Filter Categories and/or Goods or Services, the Agency must help Clients comply with any specific applicable Standards of the Clients.
- 1.4.** The Goods or Services and any Standards set out below may be refined (to the extent permitted and set out in the Order Form) by a Client during an Order Procedure to reflect its Goods or Services for entering a particular Order Contract.

## **2. Specification**

### **2.1. *Our priorities***

The purpose of this DPS agreement is to provide Government and wider public sector organisations with a DPS agreement that will enable the best possible outcomes for various specialist areas of the communications campaign cycle, including creative services, recruitment advertising and events, whilst providing value for the taxpayer.

This section sets out the overarching scope of the Services that the Agency is required to provide to Crown Commercial Service (CCS) and the Clients under this DPS agreement and the relevant Order Contracts. It provides a high-level description of what the Services entail, together with any specific standards applicable to the Services.

The Agency shall:

- a. deliver innovative, best in class communications to achieve desired Client outcomes;
- b. be capable of delivering value for money, as well as providing excellent customer service;
- c. be willing and capable of working in partnership with other Agencies and specialists to deliver the Client requirements where required;
- d. act in an open and transparent manner with CCS and the Clients in delivering the Services under this DPS Contract in particular being open and transparent in relation to the Charges.

## **2.2. *Clients***

This DPS covers requirements across a wide and diverse Client base - the Agency shall support the varied requirements and budgets of all Clients irrespective of size.

Clients of this DPS will require service delivery in all parts of the UK and international locations. Clients may specify additional data reporting requirements in their Order Contracts.

## **2.3. *Client Personnel***

The Client will allocate suitable personnel with appropriate levels of experience and seniority to work with the Agency(s). The Agency(s) acknowledge and agree that it may be necessary for the Client to replace the personnel working with the Agency with alternative personnel with similar levels of seniority and experience.

## **2.4. *Client Briefs***

For each Order Contract, the Client will provide a Brief detailing what is needed from the Agency and the outcome to be achieved. The Agency shall adopt and accept a flexible approach to the management of the Brief and both electronic and paper based Briefs shall be accepted. The Agency shall follow the Order Award Procedure.

The Agency shall only commence work on Briefs when both Parties have either signed the relevant Letter of Appointment or the Agency has received written confirmation to proceed with the Brief.

## **2.5. *Required Services: Summary***

The Agency(s) will be required to provide services in relation to the supply of the Services to Clients including:

- a. ensuring adherence to public sector accessibility requirements <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>;
- b. taking Orders for the Services from Clients;
- c. undertaking to meet all Client requirements;
- d. complying with any Key Performance Indicators and service levels, and any reporting requirements;
- e. complying with CCS's Management Information requirements;
- f. providing a dedicated senior account manager to resolve any issues arising from the DPS Contract and/or Client Order Contract;
- g. providing a support function to deal with Client enquiries and issues;
- h. undertaking any billing requirements.

## **2.6. *Reporting and analysis***

The Agency(s) shall provide reporting and analysis on all aspects of the Services being provided to the Client, in particular, the Agency shall:

- a. provide Management Information detailing work carried out by the Agency on the basis of the billable charged hours as outlined in DPS Schedule 5;
- b. work with the Client and use reasonable endeavours to ensure advertising technology platforms and any other systems used to collect and/or store data on the Client's behalf are compatible with the Client's data management systems.

## **2.7. *Pricing Transparency***

Where applicable, the Agency(s) will disclose to the Client any commission, discount or rebate earned by the Agency(s) arising in respect of third party costs directly related to the Projects. The Client will receive the full benefit of such commission, discounts or rebates.

## **2.8. *Contracting arrangements***

Clients can select different types of contracting arrangements to suit their campaign needs including but not limited to:

- a. campaign agreement for a specified campaign or for a defined period covering multiple campaigns;
- b. standby agreement for a fixed period of time to work on any number of campaigns. Payment for this arrangement is per campaign and no work is committed;
- c. retainer agreement for a fixed period of time where you agree to pay an Agency a firm retainer fee on a regular basis;
- d. contracts should not exceed a four year period including any extensions.

## **3. Social Value**

For Central Government Clients, this agreement requires the Agency to embed social value into all Order Contracts, in line with the Social Value Act 2012 or subsequent government initiatives to enable the effective implementation of the Act.

As a condition of participating on this DPS agreement, CCS requires Agencies to demonstrate they are committed to report on the impact of social value throughout the lifetime of the DPS Contract to CCS, every 12 months from the DPS agreement Start Date.

Agencies must provide evidence of their commitment to social value and demonstrate an ability and willingness to work with Clients to identify and help further

their social value requirements in all Order Contracts. To satisfy this requirement, Agencies must agree to provide or deliver reasonable and proportionate social value benefits within all Order Contracts.

Agencies should consider the following policy themes, as a minimum:

- COVID-19 recovery;
- Tackling economic inequality;
- Fighting climate change;
- Equal opportunity; and
- Wellbeing

Clients may have different social value policies that Agencies will need to support.

Agencies are expected to act with these priorities in mind, and CCS may discuss these priorities as part of Supplier Performance meetings.

The Client's requirements will be set out in the Order Procedure. The Agency shall comply with and/or identify proposed social value initiatives, proportionate and relevant to each Order Contract.

The Agency shall deliver measurable benefits and impacts in respect of the social value priorities, when identified in the Order Contract.

The Agency shall record and report performance against the social value requirements, when detailed in the Order Contract.

#### **4. Scope**

The Agency shall provide communications, marketing, recruitment marketing or events services as detailed in Attachment 1 - Service Matrix.

The core requirement of this DPS shall include but shall not be limited to the provision of either one or a combination of services in each of the following four (4) distinct categories:

- Services
- Audience
- Outcome
- Location of Delivery

There are further defined filters (type 2) that Agencies can select to demonstrate the level of services they can provide. Agencies should self select which of the below filters encompass the services they are able to provide.

#### **4.1. Mandatory Service Requirements**

This section provides details of the mandatory requirements that all Agencies shall be expected to fulfil to deliver the RM6124 Communication Marketplace requirements.

The Agency shall offer either one or more of the services within each of the four (4) distinct service categories as detailed in 4.2, 4.3, 4.4 and 4.5 below.

#### **4.2. Filter Category Level 1 - Services**

This is the first stage of the procurement process. Agencies must determine which of the following services their Agency(s) are able to provide. Agencies can pick the overall “Service Type 1” as an option if they are able to provide all services within the corresponding “Service Type 2”. If Agencies can only provide some of the services within the overall “Service Type 1”, they should just select the “Service Type 2” filters that correspond to the services they are able to offer.

Service Type 1	Service Type 2
Marketing and Communications Strategy	Audience Modelling Strategy
	Audience Segmentation
	Behaviour Change Strategy
	Behavioural Science
	Content Audit and Strategy
	Conversion Rate Optimisation (CRO)
	Corporate Social Responsibility (CSR) Strategy
	Education Strategy
	HR/Talent and Skills Strategy
	Innovation Strategy
	International and Overseas Communication Strategy
	Neuroscience
	Purpose Strategy
	Sustainability Strategy
Marketing Strategic Advice and Consultancy	Business Affairs
	Communications, Marketing and Campaign Planning
	Growth Consultancy
	Partner Capacity Building
	Stakeholder Consultation and Engagement
	Thought Leadership
	Account Management

Campaign Coordination	Agency Integration
	Agency Management
	Digital Asset Management (DAM) System Supply/Integration
	Paid, Owned, Earned Coordination
	Partner Capacity Building
	Partnership Management and Coordination
	Project Management
Creative Development and Execution	Brand Identity
	Business Affairs
	Campaign Analytics and performance
	Creative Branding
	Creative Copywriting (including different languages)
	Creative Design
	Creative Direction and Management
	Creative Production
	Creative Proposition Development
	Creative Strategy, Ideation, Testing and Core Messages
	Defining Brand Values
	Employer Brand Management
	Payout and Distribution
	Translation and Transcreation
	Typesetting, Artwork, Proofing and Pagination
Production	Animation and Motion Graphics
	Artwork
	Audio Mixing & Compliance
	Burnt-In Subtitling
	Business Affairs / Rights Management
	Collateral
	Compliance Editing
	Content Studios
	Creative Expansion
	Cultural Insight - Translation / Transcreation
	Design Production
	Digital Learning, Games and Interactives
	Dynamic Creative Optimisation (DCO)
	Editing
	Email Build and Testing
	Graphic design
	Localisation
	Location Management and Scouting
	Photography



	Primary Production
	Production Adaptation
	Radio/ Audio/ Podcasts
	Set Design and Build
	Shoot Management
	Social Production
	Sound Production (AV)
	Strategic Production Planning
	Talent Strategy, Selection and Casting
	TV Production
	User Experience Production
	Videography
	Web design, development, build and testing
Public Relations (PR)	Behaviour Change PR
	Brand Communications
	Business-to-business (B2B) Communications
	Consumer PR
	Corporate PR
	Corporate Social Responsibility (CSR)
	Employee Relations and Change Management
	Environmental, Social and Corporate Governance (ESG)
	Influencer Strategy, Partnering and Execution
	Management of Key Opinion Leaders/Opinion-Formers
	Media Training
	PR Community Engagement
	PR Content Development and Management
	PR Crisis Planning and Communications
	PR Event Organisation and Management
	PR Field Marketing
	PR Media Management
	PR Reputation Management
	PR Stakeholder Engagement
	PR Strategy
	PR Talent Outreach and Management
	PR Thought Leadership
	Press Release Writing and Distribution
	Public Affairs
	Sustainability Comms
Social Marketing and Emerging Channels	Digital Advertising
	Electronic Customer Relationship Management (eCRM)

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	Pay per Click (PPC) Strategy
	Podcasts
	Search Engine Optimisation (SEO)
	Social Broadcasting
	Social Community Engagement
	Social Content Creation and Management
	Social Data and Analysis
	Social Marketing Support
	Social Media Communications and Content Strategy
	Social Media Execution/Implementation
	Viral Marketing
	Web/ User Experience (UX)
Direct Marketing	Direct Marketing Campaign Planning
	Direct Marketing Content Creation
	Direct Marketing Creative development (online and offline)
	Direct Marketing Customer Journey Mapping (including relevant trends)
	Direct Marketing Data Analysis
	Direct Marketing Data Capture and Database Build and Management
	Direct Marketing Data strategy and Management
	E-marketing
	Email template design
Content Aggregation Marketing	Content Aggregation Marketing Strategy
	Content Aggregation Marketing Delivery
Partnerships	Affiliate Marketing
	Development and Management of Bespoke or Highly Technical Partnership Programmes
	Development and Management of long-term strategic key partner relationships and programme delivery
	Development and Management of One-Off Partner Programmes
	Development, Management and Production of Key Partner Campaign Materials and Assets
	Implementation and Leveraging Partner Activity
	Partner Outreach and Management
	Partner/Business Trade Media and Influencer Support
	Partnership Consultancy
	Partnership Strategy
Sponsorship	Implementation, Communication and Management of Sponsorship activity
	Sponsorship Consultancy

	Sponsorship Negotiation
	Sponsorship Strategy Development
	Value in Kind Sponsorship
Experiential	Brand Activation
	Brand Experience
	Creative Installations
	Digital Gamification/Traditional Gamification
	Experiential Hospitality
	Experiential Pop-up
	Product Sampling
	Public Information Sharing
	Virtual, Interactive and Augmented Reality
Events	Ceremony
	Community Engagement Event
	Conference
	Delegate Acquisition and Management
	Design, Build and Installation for Events
	Event Hospitality
	Event Management
	Event Management Platforms and Systems
	Event Merchandise
	Event Videography and Photography
	Event/Campaign Evaluation
	Events Peripherals
	Events Staff
	Exhibition
	External Event
	Face to Face
	Festivals
	Internal Audience
	Internal Event
	Management of Audio Visual
	Processing of Grant Payments
	Recruitment Event
	Road Shows
	Seminars
	Sporting Events
	Summit
	Trade Show
	Venue Sourcing, contracting and Management
	Virtual Conferences
	Virtual/Hybrid
	Webinar Production

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Marketing and Advertising Technology Advice	Marketing Technology Strategy and Implementation
Data Science	Artificial Insight (AI) Insights at Scale
	Campaign and Communications Optimisation
	Cultural Semiotics
	Data Strategy and Management
	Dynamic Segmentation
	Econometric Modelling
	Marketing and Communications Strategy, Development and Delivery
	Modelling and Analysis
	Natural-Language-Processing (NLP)
	Proximity Mapping
Inhouse Agency Services	Inhouse Service - Account Management
	Inhouse Service - Aggregation Marketing
	Inhouse Service - Business Affairs
	Inhouse Service - Campaign Coordination
	Inhouse Service - Creative Development and Execution
	Inhouse Service - Customer Relationship Management (CRM)
	Inhouse Service - Data Provision, Management and Augmentation
	Inhouse Service - Data Science
	Inhouse Service - Direct Marketing
	Inhouse Service - Engagement
	Inhouse Service - Events
	Inhouse Service - Experiential
	Inhouse Service - Innovation and Experience
	Inhouse Service - Internal Communications and Engagement
	Inhouse Service - Marketing and Advertising Technology Advice
	Inhouse Service - Marketing and Communications Strategy
	Inhouse Service - Marketing Strategic Advice and Consultancy
	Inhouse Service - Partnerships
	Inhouse Service - Production
	Inhouse Service - Public Relations (PR)
	Inhouse Service - Recruitment Advertising

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	Inhouse Service - Social Marketing and Emerging Channels
	Inhouse Service - Sponsorship
	Inhouse Service - Stakeholder Engagement
Data Provision, Management and Augmentation	Address Management
	Build Predictive Models
	Compliance and Best Practice
	Data Analytics and Modelling
	Data Capture (secure api build and manual data capture services)
	Data Insight
	Data Planning
	Data Security Compliance
	Data strategy Development
	Database Cleansing
	Database Design and Build
	Database Development
	Database Management
	Permissions Management
	Profiling
	Provision of third party audience segmentation data
	Provision of third party Geo-Data
	Single Customer View Development
	Workflow Management
Recruitment Advertising	Full Service Recruitment Advertising
	Public Notice and Statutory Advertising - Auditing and Evaluation
	Public Notice and Statutory Advertising - Compliance Guidance
	Public Notice and Statutory Advertising - Creative, Copywriting, Production
	Public Notice and Statutory Advertising - Planning and Buying
	Recruitment Advertising – Strategic Advice and Insight
	Recruitment Advertising - Auditing and Evaluation
	Recruitment Advertising - Directories Advertising
	Recruitment Advertising – Employer Branding Management
	Recruitment Advertising – Media Planning and Buying
	Recruitment Advertising - Sift and Engagement Support
	Recruitment Advertising - Creative, Copywriting, Production

	Recruitment Advertising – Website Development
Internal Communications and Engagement	Communicating Values, Principles and Employee Value Proposition (EVP)
	Communications Strategy Audit and Insights
	Diversity and Inclusion Campaigns
	Employee Benefit Communication Websites to increase Engagement and Take Up
	Employee Benefit Communications Strategies and Targeted Campaigns
	Employee engagement and Internal Communication Strategy Audit
	Financial Wellbeing Tools, Training and Webinars
	Internal Communications Development and Production
	Mergers and Acquisitions (MandA) Integrations Campaigns
	Online Total Reward Statements
	Retirement / Pension Communication
	Strategic Internal Communications and Employee Engagement
	Tone, Language and Messaging Alignment
Innovation and Experience	Innovation Consultancy

#### 4.3. Filter Category Level 2 - Audience

Agencies must determine which of the following services their Agency(s) are able to provide. Agencies can pick the overall “Audience Type 1” as an option if they are able to provide all services within the corresponding “Audience Type 2”. If Agencies can only provide some of the services within the overall “Audience Type 1”, they should just select the “Audience Type 2” filters that correspond to the services they are able to offer.

Audience type 1	Audience type 2
Socio-economic	Full-Time Students
	Future State Pension Recipients
	Future State Pension Recipients (not paying into any pension)
	Homeowners
	Housewives
	Never Employed/Long-Term Unemployed
	Renters

	Retirement
Specialist Groups	Asylum Seekers / Refugees
	Civil Society Organisations
	Community Groups
	Criminals
	Digitally excluded audience
	Hard to Reach Audiences
	Hidden Audiences
	LGBTQ+
	Offenders / Young offenders / Ex-offenders
	People traumatised or Bereaved by Accidents, Disasters
	People with Disabilities
	People with Mental Health Issues
	People with Physical Health Issues / Long Term Illness
	People with Substance Misuse Issues / Addictions
	Religious Groups
	Serious Organised Crime
	Socially Excluded Audiences
	Special Educational Needs and Disability (SEND)
	Traveller
	Underrepresented Audiences
	Victims of Crime
	Vulnerable Populations
Sector	Aerospace and Aviation
	Agriculture
	Aquaculture
	Automotive
	Banking and financial Services
	Central Government
	Charity/ Not for Profit
	Construction and Building
	Consultancy
	Consumers
	Data Protection
	Devolved Administrations
	Education
	Energy and Utilities
	Engineering
	Environmental Management and Sustainability
	Further Education Establishment
	Health

	Higher Education Establishment
	Hospitality
	Housing
	Incident Management
	Legal Services
	Local Enterprise Partnerships (LEPs)
	Local Government
	Mails
	Medical Devices
	Pet Care and Veterinary
	Pharmaceutical
	Policing
	Product Safety
	Public Sector
	Regulation
	Research
	Retail
	Risk
	Schools
	Security
	Social Work
	Sport, Lifestyle, Fashion and Entertainment
	Sporting Goods and Services
	Tourism
	Transport and Logistics
	Universities
	Vaccines and Medicines
	Waste and Recycling
Ethnicity	Asian/Asian British
	Black/ African/Caribbean/Black British
	Mixed/Multiple Ethnic Groups
	Other ethnic groups
	White
Education, Training and Employment	Employers (Apprenticeships)
	Further Education Teachers
	Higher Education Teachers
	Internal Department Employees
	Mature Students
	School Leavers
	School Teachers
	School Teachers
	Students
Age groups	0-2 year olds



	3-16 year olds
	16-18 year olds
	18-24 year olds
	25-34 year olds
	35-44 year olds
	45-54 year olds
	55-64 year olds
	65 and over
	Elderly
Household group	Care Leavers
	Carers / Care Givers (unpaid)
	Families with School-Age Children
	Fostering
	International - Citizens
	Parents
	Parents of preschool aged Children
	Pregnant Women
	Retirees
	Single Parents
	Stay at Home Parents
	Teenagers and Young People
Business and the Economy	Business Decision Makers
	Business to Business (B2B)
	International - Trade (buyers/distributors)
	Large businesses
	Medium businesses
	Micro businesses
	Small businesses
	Self-employed
	Sole traders / Sole proprietorships
Gender	Female
	Male
	Other

#### 4.4. Filter Category Level 3 - Outcome

Agencies must determine which of the following outcomes their Agency is able to provide. Agencies can pick the overall "Outcome Type 1" as an option if they are able to provide all outcomes within the corresponding "Outcome Type 2". Otherwise, Agencies can pick as many "Outcome Type 2" filters that correspond to the outcome services they are able to offer.

Outcome type 1	Outcome type 2
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Action	Compliance
	Demand Generation
	Educate
	Engage
	Improve Upon
	Incentivise
	Influence
	Inward Investment
	Retention
	Step Change
	Trade
Behaviour Change	Alcohol
	Benefit and Pension Engagement
	Career Path
	Child Sexual Exploitation and Abuse (CSEA)
	Civic Engagement
	Climate (carbon-cutting or green behaviours)
	Countering Extremism in all its Forms
	Countering Mis/disinformation
	Cyber Security
	Early child Development and Nutrition
	Economic Development and Trade (e.g import / export)
	Family Planning / Sexual and Reproductive Health Rights
	Financial Wellbeing
	Fitness
	Habit changes
	Harmful Practices
	Health
	Lifestyle
	Mental Health Wellbeing
	Modern Slavery
	Obesity / Diet
	Online Behaviours / Harms
	Open Societies and Conflict Resolution
	Promoting Democracy and Human Rights
	Social Cohesion
	Tax and Economic Reform
Raise Awareness	Legislation Change
	Public Advocacy
Recruitment	Attraction
	Educate

	Influence
	Rewards/ Benefits Awareness
	Staff Retention
	Volume Recruitment

#### **4.5. Filter Category Level 4 - Location for Delivery**

Agencies must determine which of the following locations for the Client's requirements their Agency is able to service. Agencies can pick the overall "Location for delivery Type 1" as an option if they are able to provide all services to all locations within the corresponding "Location for delivery Type 2". Otherwise, Agencies can pick as many "Location for Delivery type 2" filters that correspond to the location services they are able to service.

Location for Delivery type 1	Location for Delivery type 2
UK	East of England
	England
	Greater London
	Midlands East
	North East
	North West
	Northern Ireland
	Scotland
	South East England
	South West England
	Wales
	West Midlands
	Yorkshire and the Humber
EMEA	Africa
	Bahrain
	Belgium
	Cote D'ivoire
	Denmark
	Egypt
	Estonia
	Ethiopia
	Europe
	Finland
	France
	Germany
	Ghana
	Ireland
	Italy

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	Kazakhstan
	Kenya
	Kuwait
	Lithuania
	Mali
	Middle East
	Morocco
	Netherlands
	Nigeria
	Norway
	Oman
	Poland
	Qatar
	Russia
	Saudi Arabia
	Senegal
	South Africa
	Spain
	Sweden
	Switzerland
	Tunisia
	Turkey
	UAE
	Ukraine
	Uzbekistan
APAC	Asia Pacific
	Australia
	Bangladesh
	Cambodia
	China
	Hong Kong
	India
	Japan
	Korea
	Malaysia
	Myanmar
	New Zealand
	Pakistan
	Philippines
	Singapore
	South Korea
	Taiwan
	Thailand

	Vietnam
Americas	Brazil
	Canada
	Colombia
	El Salvador
	Georgia
	Latin America
	Mexico
	North America
	USA

## 5. **Glossary**

<b>Term</b>	<b>Definition</b>
Marketing and Communications Strategy	Services that involve strategy development for marketing, communications and campaigns to enable desired client objectives and outcomes
Marketing Strategic Advice and Consultancy	Services associated with Marketing Strategic Advice and Consultancy
Campaign Coordination	Services associated with the coordination and management of campaigns across one or more agencies and/or clients to enable marketing and campaign objectives and outcomes
Creative Development and Execution	Services associated with the full creative development and execution for a campaign including but not limited to creative strategy, direction and management, developing design concepts, support and execution of a plan, or course of action.
Production	Production services on a standalone basis or video, sound or animation and motion graphics
Public Relations (PR)	Services associated with public relations including but not limited to strategies, plans, tactics and delivery for client campaigns
Social Marketing and Emerging Channels	Services associated with Social Marketing and Emerging Channels including but not limited to strategies, advice, plans, tactics and execution for client campaigns
Direct Marketing	Services associated with Direct Marketing including but not limited to strategies, advice, plans and execution for client campaigns
Content Aggregation Marketing	Services associated with Content Aggregation Marketing including but not limited to strategy and delivery
Partnerships	Services associated with partnership programmes

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Sponsorship	Services associated with sponsorship activities
Experiential	Services associated with Experiential marketing including but not limited to creating experiences between brands and consumers.
Events	Services associated with Events including but not limited to strategic and tactical event programme management to supply of event equipment.
Marketing and Advertising Technology Advice	Services associated with Marketing and Technology advice for Clients
Data Science	Services associated with Data Science to support marketing and communications including but not limited to strategy and campaign and communications optimisation
Inhouse Agency Services	Services associated with Inhouse Agency Services for client requirements including but not limited to account management, strategy, creative ideation, design, production, partnerships and copywriting
Data Provision, Management and Augmentation	Services associated with the provision of data, data management and augmentation of data to support marketing and communications
Recruitment Advertising	Services associated with advertising and communications to attract talent for job posts and recruitment vacancies.
Internal Communications and Engagement	Services associated with communications and engagement with internal colleagues