

Broadcasting PR Agency Tender Clarification Questions

- 1 Section 4 of the tender states that the appointed agency will be required to work on up to three campaigns a year and support monthly corporate profiling, B2B communications and international PR / Media Engagement. Will this element of monthly work focus purely on broadcast or does it extend beyond broadcast to cover other channels such as print and digital media?**

The focus of the activity will be broadcast; however, we are always looking to maximise ROI and media coverage. Additional support promoting content to other media channels, including online, would be desirable, although not essential.

- 2 Do you have any specified KPIs for the proposed campaigns and the ongoing monthly activity?**

We plan to work with the successful participant to set KPIs during our planning process for each campaign/activity. Please see the example below (in the response to question 3) of a consumer campaign in 2016.

- 3 Are you able to share any indication of previous results and levels of outputs for the campaigns and monthly activity?**

In 2016, OS ran a two phase broadcast campaign to support national map reading week. This campaign generated 67 items of broadcast coverage in total. This includes 37 individual interviews, including 4 nationals and 27 regional BBC stations. The overall campaign had a potential reach of over 12 million.

The monthly activity is very much dependent on thought leadership opportunities and the news agenda. We would expect to generate regular interview opportunities for the OS CEO and other senior specialists.

- 4 Is there a word or page limit for the Statement of Requirements Response Document?**

No, we have not specified a word/page limited however we are looking for a clear and concise document that responds to all requirements set out in the SOR document.

- 5 Should the Statement of Requirements Response Document contain proposed campaign ideas, content examples, corporate profiling and news agenda opportunities?**

Yes. Please review the requirements and where we have asked for examples or demonstration of ROI, please demonstrate the link between these and the impact achieved by the campaign.

6 Section 15 of the Statement of Requirements Response Document should be numbered as follows:

“15 Service Requirements

15.1 The Participant must provide examples of how they have delivered ROI on both a business and consumer broadcast campaign? Participants may wish to include relevant evidence in support of their response in terms of how ROI was measured and which methodologies work best for each specific campaign?

Response:
20 MARKS AVAILABLE

15.2 The participant must provide an example of how they have supported a communications activity to shift brand perception for an organisation? Participants may wish to include relevant evidence in support of their response, in terms of how their communication approach was agreed, the type of media broadcast used to help in the shift in brand perception and how success was measured to confirm success?

Response:
20 MARKS AVAILABLE

15.3 The participant need to provide examples of promoting business news to international audiences? At least one example needs to show how the Participant promoted a British brand to the overseas media. What are the potential challenges and how the participant have overcome these?

Response:
20 MARKS AVAILABLE

15.4 The participant needs to demonstrate how they have previously maximised the impact of a broadcast campaign, or what measures does the Participant take to achieve success and exceed goals? Provide supporting documentation.

Response:
15 MARKS AVAILABLE

15.5 The participant needs to supply examples of creating thought leadership opportunities and positioning subject experts in the media. Participants should provide relevant evidence in support of your response including what approach and methodologies were used in determining the right thought leadership opportunities and also what ideas were considered to ensure the success of positioning subject experts in the media and the success of both approaches?

Response:
15 MARKS AVAILABLE”