



Sustainable Innovation Fund Communications & Engagement – Content Creation

FAQs

- 1. Is Cyber Essentials Plus a requirement before submitting the tender or can this be invested in after winning the work?**
 - a. If your company has Cyber Essentials and can commit to Cyber Essentials Plus within a couple of months if you were to win the contract, you can submit a response to the tender. A commitment to CE+ would be written into the contract.
- 2. As you have offices in Edinburgh, London and Harwell are their advantages to suppliers more local to these areas?**
 - a. No – a significant number of KTN staff are home based so there are no advantages to suppliers being near an office. However, we would expect some travel to KTN offices (Covid-19 restrictions permitting). Please find more information about travel expenses on page 4 of the tender notice PDF.
- 3. Re: 6.1. We have roster of trusted freelancers that we often use. Do you want details of all those on our roster that might be involved in the project or is it more third party 'companies'?**
 - a. If you could give an outline of the number of freelancers, you would use and their area of specialism that will suffice. We don't need the specifics of individuals.
- 4. Re: 2.3. Please can you clarify this point further: when you say 'create a network effect' do you mean via the content we create, or communications created? Or will the chosen provider be required to directly manage the communications programme on behalf of KTN to make network connections between the target audiences?**
 - a. Understand the target audience and key messages to develop content that helps create a network effect (greater innovation adoption and diffusion across different sectors). KTN will manage the dissemination of content on its digital channels with support from Innovate UK.
- 5. Where does the chosen providers responsibility stop? Will we be responsible for day-to-day sharing on social media, posting, engagement etc. Or are we providing content to your teams to post and distribute?**
 - a. The chosen supplier will be responsible for content creation only. Content distribution will be managed by KTN and Innovate UK in-house communications teams.
- 6. Re: 3.1. Please can you describe the parameters to 'creating a content strategy'. Can you explain in more detail the scope of work you consider to be necessary for a content strategy. What is excluded? And who will be making use of the content assets to be created?**
 - a. Understand the objectives, target audience, and key messaging to develop a vision for the 50 video success stories. Curate the content for the videos, including engagement with identified projects, and build the scripts, videography etc. Help KTN's in-house team build a dissemination plan i.e.,



what videos will be going on which digital channels, and optimise the videos for each of the required platforms. Dissemination is excluded. KTN and Innovate UK's in-house communication teams and wider internal stakeholders.

7. Re: 3.2. In regards to the co-branding, please can you confirm that you are referring to creating a brand that represents both KTN and Innovate UK in one form? Or is it simply how both brands can be represented side by side effectively?

- a. How both brands can be represented side by side. Innovate UK is the primary brand, and the agency will be required to work within their brand guidelines. KTN's identity is secondary. A link to KTN and Innovate UK brand guidelines can be found on page 6 of the tender notice PDF.

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9. Re: 3.3. Can you explain in further detail the extent of the 'story-led' content here. Do you require written case studies/social media posts etc., as well as video content for example?

- a. Focusing on the story behind the funding and the impact the innovation will have on everyday life. 50 videos are the primary deliverable, but we are interested in hearing about support assets such as social media templates and written case studies.

10. Re: 3.3. Is the chosen provider responsible for selecting 50 success stories from the 100 already identified by KTN? If so, would you like us to come up with a selection process e.g., interviews / survey etc. Or will this process be a collaborative effort between KTN and the chosen provider?

- a. This process will be a collaborative effort between KTN, Innovate UK and the chosen provider and will largely depend on engagement from the funded projects.

11. Re: 3.4 Can you clarify what you mean by 'activity to leverage' here please. What are the expectations? Is this referring to communications around events to promote / reference / highlight the success stories or is it more the management and planning of physical activities at events e.g., success stories shared on the day in a live talk / presentation.

- a. To maximise the reach of and engagement with the content we want to consider what is happening within the external environment. For example, during the month of COP26 we might chose to showcase 3-5 projects working on Net Zero solutions, and in the lead up to International Women's Day we will showcase female innovators or innovation helping gender equality. This external activity shouldn't be referenced in the content, but we should consider how we can use these events to maximise the impact of the videos.

12. Are we right in assuming these must carry Innovate UK positioning & messaging not KTN's?

- a. The videos will follow Innovate UK's brand guidelines so tone of voice and general messaging should be in line with those. But positioning and messaging specifically around this campaign and these videos should be co-curated by the chosen provider in collaboration with KTN and Innovate UK stakeholders working on this project.



13. Who would be the stakeholders we would potentially engage with as part of any strategy/messaging workshops?

- a. KTN and Innovate UK's communication teams and the Sustainable Innovation Fund and Covid-19 Continuity Grant project teams. An outline of high-level key messaging will be provided to the chosen provider as a starting point.

14. What secondary logos are required? e.g., partnership / delivered by

- a. KTN's logo. A link to KTN and Innovate UK brand guidelines can be found on page 6 of the tender notice PDF.

15. Has KTN committed and agreed to providing specifically 50 videos to Innovate UK?

- a. Yes.

16. Could we propose a reduced volume of videos but potentially of a higher quality OR is it essential we tell 50 stories? (NB: The campaign will require a strategy that will direct the messaging, creation, and production of these videos under one campaign so we would envisage a high-quality output with perhaps less video content.)

- a. We need to showcase at least 50 projects/stories through video content and supporting collateral. We would be open to hearing options around a reduced number of videos but please note the portfolio of projects is incredibly diverse and target audience for individual videos also needs to be taken into consideration.

17. What happens after these 50 videos? If the campaign is successful is the plan to build on that success with an ongoing programme of case study creation and campaigning?

- a. The campaign won't run beyond March 2021. However, we will be looking at the wider campaign beyond the 50 videos and how we can amplify the success of the videos through PR and paid advertising between now and March 2021 (please note this work is not part of this tender and there may be additional tenders around this dissemination and amplification piece).

18. How do you see the videos being housed after production? Can we propose a campaign / content hub website solution?

- a. Yes. Content hosting, beyond KTN's YouTube and website, is open for discussion.

19. Would we be allowed to deliver a Innovate UK content hub website, or would that be handled by their own team/agency?

- a. We are open to the development of a content hub, but it would be for this campaign only and would need be branded as such. We would be looking for a content hub that's an extension of the KTN website not a stand-alone website.

20. Would we be able to propose the website strategy and UX/design and then hand over to a UKRI build team (or 3rd party agency)?

- a. Any website strategy or content hub needs to be an extension of the KTN website, UKRI/IUK's internal team would not build this. Any website



development/UX work would need to be done in close collaboration with KTN's internal Online Experience Team and current website developers.

21. Would a website strategy and UX/design activity have to be delivered as part of the £200K budget?

- a. The £200k budget only covers content creation and not the build of a website or content hub.

22. Although audience targeting and marketing strategy is not strictly part of this tender would you expect initial thoughts to be included – would be it be advantageous to the tenderer?

- a. Yes.

23. In relation to the specific programmes KTN & Innovate UK – what is the hierarchy?

- a. Innovate UK will be the primary brand and content should follow their brand guidelines - KTN will be featured secondary.

24. Will Innovate UK also be creating assets to promote these programmes e.g., <https://www.youtube.com/watch?v=zsuJQIFbTxo>

- a. Innovate UK has created the video above as a starting point, KTN will be responsible for all other assets going forward.

25. What is the significance of 23rd August?

- a. The project has encountered several delays and we need to roll out the external campaign ASAP. We're working to a campaign launch date of around the 1st of September.

26. Are there any key events already on KTN's radar/ that you're committed to between now and 31st March other than COP26?

- a. No.

27. Is the idea that this goes out on both KTN & Innovate UK channels?

- a. Yes.

28. Do the 100 projects you've currently identified know they are in the running / do the others know they are not? Do you have a set criterion from which they were selected which you can share?

- a. No. The projects were selected to ensure we showcase a good mix of projects across sectors, geographies, areas of innovation and key themes including Equality, Diversity, and Inclusion and Net Zero. Selection criterion will be shared with the company that wins the contract.

29. Is the selection of the final 50 100% down to us or is this a joint decision?

- a. Joint decision.

30. Are there any key spokespeople?

- a. No.

31. Please can you confirm that you would be happy for us to submit unaudited accounts for the last 2 financial years?

- a. Yes.



32. Please can you share a copy of the KTN Terms and Conditions of Contractor Engagement - Company Edition?

- a. A copy of these T&Cs will be uploaded to Contracts Finder.

33. I can't see anywhere to login and express interest. Is it simply a matter of emailing everything over to the address provided by the 23rd of July?

- a. Yes – please email your application to sustainableinnovationfund@ktn-uk.org.

34. Re: PQQ Part 1, Form D. I operate a virtual agency so would service this tender through a team of trusted freelancers. Do you require financial information for all of those individuals, and their companies, or just mine?

- a. Just yours will be sufficient. However, we require a breakdown of suppliers you will collaborate with as per 6.1 of the tender PDF.

35. Are there any core areas of focus for these films that you wish to be highlighted?

- a. Net Zero, Sustainability, Equality Diversity & Inclusion, and Future Shaping.

36. Are there plans for the usage of these films? Where will they be shown?

- a. KTN and Innovate UK's digital platforms; website, social media channels including YouTube, Twitter, and LinkedIn.

37. Is there a desired running length of each film?

- a. No. But we would like variety across the series because of the volume of content.

38. If the films are going to be shared on social media, will we need to deliver any shorter versions of the films? Will they also need to be delivered in any specific formats/dimensions?

- a. Yes – the chosen supplier will need to collaborate with KTN's in-house communications team to optimise videos based on the dissemination plan.

39. What does success look like? Does the client have any KPI's for this project?

- a. Please see section two of the tender PDF. Specific KPI's will be developed in collaboration with the chosen supplier.

40. Is there a preferred territorial split - it's been mentioned out of the 50 case studies numerous are overseas. Is it possible to get a breakdown of this?

- a. The pre-identified success stories include projects from across the UK. We are keen to promote the geographical diversity of the funding. None of the funded projects are based outside of the UK. A breakdown will be given to the chosen supplier.

41. Will the films need to be delivered with subtitles in multiple languages? Or just English?

- a. No English only. But subtitles will be required for accessibility.

42. Does the client know which five stories they'd like to prioritise for the first batch of deliverables?

- a. No. This will be a collaborative decision with the chosen supplier.



- 43. Will we be given a full breakdown of the case studies? It could be that we generate greater awareness by implementing an earned media strategy around some of the case studies, with accompanying videos.**
- a. Yes.
- 44. You've mentioned COP26 as a potential event to leverage, will KTN have a presence there? Or are there any other events you will have a presence at, as they could be good screening/press opportunities?**
- a. KTN won't have a presence at COP26, we will share details of headline KTN events and 3rd party exhibitions we plan to attend with the chosen supplier. Please see Question 11 for more information on activity to leverage.
- 45. Is there a separate marketing budget set aside for distribution of the films, or is that something you're looking for within the 200,000?**
- a. Yes – there is a separate budget for distribution and amplification.
- 46. Will every video need to have footage shot originally, or can we liaise with some partners who may already have brand footage we can use to edit together?**
- a. No, we are open to using existing footage, stock footage and animation. We are keen to use a variety of elements, designs and techniques because of the volume of content.