

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 participate 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”

7 Clarify the term ‘broadcast’

We are interested in applying for your tender but wanted to clarify what you mean by the term “broadcast” in section 15.1.

In the first question relating to ROI you refer to a "broadcast campaign". Are you interested solely in radio and television outputs (broadcast media) here? In the next question you refer to including relevant evidence on “the type of media broadcast used” to help shift brand perception. This phrase which suggests that by “broadcast” you mean a variety of channels (print media included). In 15.3 you also mention a “broadcast campaign”. Do you mean a full media campaign or broadcast (TV and radio) specifically? Usually we would approach all media (broadcast and print) with a campaign for maximum coverage and not limit it to singular channels.

The primary focus in broadcast (TV and radio), however we are always looking to maximise ROI and any support on targeting other media channels will be beneficial. The campaigns would involve working with the in-house OS Media team who would focus activity on print and online media.

- 8 **(3) It is noted that you are looking to appoint “a Broadcast PR agency”. We offer a range of services, including specialisms in broadcast and digital. We are confident that that we can meet the conditions of the ITT, and have considerable experience in delivering the type of campaign and other work outlined. We would just like to check that not being a specialist broadcast only agency will prejudice against us.**

The primary focus is in broadcast (TV and radio), however we are always looking to maximise ROI and any support on targeting other media channels will be beneficial. The campaigns would involve working with the in-house OS Media team who would focus activity on print and online media.

- 9 **(15.3) Would we be able to reproduce any work undertaken for OS as part of our own promotional materials (with your express permission)?**

Yes, subject to written permission in each instance and appropriate copyright statements.

- 10 **(Schedule 1) We have experience promoting brands, products and services to international audiences all over the world, but not explicitly in promoting British brands in the Middle East. Is this essential? We do have considerable experience working with Middle East media to promote international clients, as opposed to British, and with advising Middle Eastern clients on their UK communications strategy.**

The key priority is experience of working in the Middle East. It would be good to have experience of promoting British Brands although this is not essential.

- 11 **(Schedule 2) What is the significance please of the blank ‘Draft Contract’ page?**

This page is the Schedule heading for the draft contract within the ITT documentation. You will find the draft contract continues on page 10 of 28 in the PDF.