

GREAT Brand Refresh

Relevant experience

Bidder can demonstrate relevant experience delivering branding and visual identity services of a similar scope and scale

Weighting

Pass/Fail

Approach to the task and capability to deliver

Demonstrates an understanding of the task and its aims
Demonstrates an understanding of the GREAT brand and its role currently as well as a clear vision for its future
Presents a robust and proven methodology that can harness insight to deliver the required outcomes
Specified personnel have sufficient and relevant experience to deliver a project of this scope

Demonstrates an ability to navigate complex stakeholder landscapes and ensure effective brand roll out
Demonstrates the capability to harness insight to evolve an existing and established brand

40% Bidder receives a score between 0-5 for each criteria providing a total score out of 30.

Strategy and creativity

Proven ability to deliver digital first visual identity solutions
Proven ability to deliver strategic brand foundations and articulate this through coherent and highly creative visual brand identities

Ability to deliver highly flexible visual identity solutions within a framework that is simple to execute
Demonstrates creative flair in brand design as well as activation
Demonstrate capability to deliver wide reaching creative solutions with strong partner uptake
Demonstrates experience delivering both strategic and creative solutions to international audiences

40% Bidder receives a score between 0-5 for each criteria providing a total score out of 30.

Cost and Timings

Confidence that the proposed approach means the bidder has the ability to deliver project within the defined timescales, or if it deviates from this can demonstrate reasonable justification.

Confidence that the proposed approach means the bidder has the ability to deliver project within the defined budget, or if it deviates from this can demonstrate reasonable justification.

Overall value for money

20% Bidder receives a score between 0-5 for each criteria providing a total score out of 15.

Scoring Criteria 0-5

- 0 No evidence provided that the Tender meets the requirement. No confidence that the Tenderer can meet the requirement.
1 Poor response: Very limited evidence provided to support that the Tender meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Tenderer can meet the requirement.
2 Minimal response: Limited evidence to support that the Tender meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Tenderer can meet the requirement.
3 Acceptable response: Acceptable evidence provided to support that the Tenders meets most of the requirement with minor concerns leading to the conclusion of a medium level of confidence that the Tenderer can meet the requirement.
4 Good response: Good evidence provided to support that the Tender meets the entire requirement leading to the conclusion of a high level of confidence that the Tenderer can meet the requirement.
5 Excellent response: Comprehensive evidence provided to support that the Tender fully understands the requirement and has the requisite skillset, leading to the conclusion of a high level of confidence that the Tenderer can meet the requirement.