

16/06/2023- CLARIFICATION

Just clarify for all bidders the budget for this tender is for (but not limited to-as billed separately) the following:

- The management of the account
- PPC campaigns

Q1- Can you confirm your current typical monthly ad spend for PPC? Does this fall outside of your 45k budget for the overall campaign?

This will be included in the £30-45k budget. How the media buying budget is spent will be led by the appointed agency in conjunction with NMRN team, which may vary in scope month to month.

Q3- For campaigns that do have an element of media buying, is the appointed agency expected to pay those costs upfront then charge back on completion? The scope indicates this is the case, but wanted to check.

Yes, this is correct, this is because flexibility is needed for payment which we are unable to administer.

Q4- Can you confirm the email address for submissions / clarification? The ITT states that there are 2 different locations to send these to, although they state the same email address.

All clarifications and tender submissions are to be sent to tenders@nmrn.org.uk. The deadline dates are the following;

**Final date for Clarification Questions/Requests
for Additional Information**

**Midday (1200)
Friday 23rd June 2023**

Deadline for Return of Tenders

**Midday (1200)
Tuesday 4th July 2023**

Q5- Have you undertaken any audience segmentation work and if so, can you share that with us either now or upon commission?

The NMRN are currently working on an audience development plan which will define segmentation, this will be completed by July. This can be shared with the appointed company.

Q6- In terms of sales targets, where do you currently sit against your targets? It will help us understand the opportunity and realistic outcomes and outputs that we can deliver.

We are currently performing very positively in relation to the targets for the year. We receive weekly data on targets for ticket sales online and on the day purchases.

Q7- How do you currently measure awareness?

This process for this will come from audience development plan recommendations. In terms of digital – there is regular reporting in place.

Q8- Who is the reporting contact for this contract and where do they sit in your team?

Reporting would come through to Digital Lead, Social Media Manager and Marketing and Brand Lead.

Q9- What other media do you plan and buy? When does this normally happen?

The NMRN do buy media including outdoor – 48 sheets, buses and adshells plus digital outdoor. We also buy radio coverage.

Q10- Are your targets by individual location or as an organisation overall? Is there any overarching target across the whole organisation or will there be specific targets that need to be met for each location?

The NMRN have targets for all locations.

Q11- Have you evaluated previous digital activity? If so, are you able to share the evaluation with us either now or upon commission?

The NMRN are in the midst of a digital evaluation. This is due for July and we can share then.

Q12- Is there any digital trade work currently being undertaken? For example, selling tickets via Online Travel Agencies or other third parties? If so, can you briefly outline what?

Currently - we sell tickets through agencies and third parties such as; get your guide, viator and other vendors the purpose of this is to reach audiences we wouldn't hit or target naturally through our channels so that would be international, EU visitors and day trip outside the 2-hour drive time. We sell our UE tickets mainly through them. This will soon integrate with galaxy connect however for now it's a voucher purchase. We will soon be also expanding with third parties for other sites.

Q13- Do you have a marketing plan for each site that we can review in order to understand where this activity sits within your bigger picture?

The NMRN do have information material we can share on this. Once we have a finalised audience development plan we will draw up plans for all sites.

Q14- Regarding the 'Realising the digital strategy' document – the Scope outlines a plan for PHD, NMRN, and MRT – but the marking criteria references FAAM, Hartlepool and HMS Caroline also. Can you please clarify which sites are to be included in the work created?

All sites are included.

Q15- Is it possible to have sight of Google Analytics or any other data that shows seasonality trends and can therefore be use as part of paid media budget pacing?

We do have these details and will be able to share this information with the successful applicant on appointment.

Q16- Are the NMRN or any part classed as a charity/not-for-profit?

Yes.

Q17- Is there an overall marketing strategy and event calendar to reference for each asset?

We are currently undergoing a full Audience Development Plan and Digital Content Strategy that will inform our marketing strategy. Details from these will be supplied to the successful applicant on appointment.

Q18- Will creative assets be provided by the client, or does it fall within the remit of the successful partner to design artwork for ads or any other creative assets to be subsequently signed off by the client?

Creative will be supplied by the client.

Q19- For each of the organisations (The National Museum of the Royal Navy, The Mary Rose Trust and Portsmouth Historic Dockyard) We would like to be supplied with the following information:

We do have access to this information and will be able to supply it to the successful candidate upon appointment.

- a. Advertising performance data:
 - CTR per platform
 - Average CPM per platform
 - Average CPC per platform
- b. E-commerce data (organic and paid) – Current performance:
 - Average Conversion Rate
 - Advertising Cost per Acquisition per platform
 - Average Conversion value/Cost per platform
- c. Audience information/personas

Q20- Question 3.1 of the scope document sets a Digital Goal of:

“Create a digital-first experience for visitors, developing the website into a must-visit information source pre- and during-visit, and social media into must-follow with value-adding content for family and individual visitors.”

Would this mean that the online (website and social media) content and campaign creation is within the scope of this requirement and the successful partner needs to provide that service, or that they should provide concepts for the developers and social media team to complete, or that the developers and social media team are looking to do this themselves and the successful partner would just be supporting this with online advertising to suit?

The developers and social media team are looking to do this themselves with the successful partner supporting this with online advertising to suit. However, we welcome input and suggestions for ideas and concepts.

Q21- Which digital advertising platforms are being utilised currently?

Meta post and story adverts, google display adverts, paid search, event boost, digital display.

We are on Facebook, Instagram, Twitter, Youtube and LinkedIn.

Submission Deadline is Tuesday 4th July 2023 which is to be sent to tenders@nmrn.org.uk