



Innovate  
UK



**KTN**

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Business Design Centre  
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## Innovate UK KTN – Content Creation

### Invitation to Tender and Statement of Works

**Prepared By:**

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#### Open

We value diversity of opinions, ideas, skills and perspectives.

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#### Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

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#### Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

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#### Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.

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<b>Prepared by</b>	Kyra Allen
<b>Approved by 1</b>	Fran McIntyre

## Content

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1. Background
2. Services Required
3. Deliverables Required
4. Quote for Services / Fees
5. Term and Expiry Date
6. Submission
7. Principle Contact
8. Selection Process & Scoring
9. Terms & Conditions

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## 1. Background

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Innovate UK KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into real-world solutions. KTN has a network of over 46,000 unique organisations and 234,000 innovators. KTN is part of Innovate UK – the UK's innovation agency.

KTN is seeking an agency to support content production for campaigns and events. Services required include copywriting, videography, animation, photography, and social media strategy development.

KTN delivers several large campaigns and produces upwards of 600 events a year. As such, the chosen supplier will need to be responsive, proactive, and work to tight deadlines. Notable campaigns include Innovate UK's Women in Innovation and Young Innovators, Innovate Local, Materials Research Exchange (MRE), Global Research & Innovation in Plastics Sustainability (GRIPS) and the Quantum Showcase.

## 2. Services Required

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This request for quotation is to invite suppliers to quote for support on content development.

- 2.1. Work alongside KTN's Marketing Managers to understand campaign objectives and content requirements.**
- 2.2. Understand the nuances of campaign partnerships and correctly represent brand hierarchies.**
- 2.3. Produce creative and unique content that establishes KTN as a thought leader within the innovation landscape.**
- 2.4. Work alongside the Marketing Managers to maximise KTN campaigns and help evaluate the success of content and dissemination plans.**
- 2.5. Understand the innovation landscape and content that will put KTN ahead of the curve.**

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- 2.6. Ensure KTN core messages are embedded throughout the content and have the following strategic themes in mind; Net Zero, Diversity & Inclusion, Global Innovation, Innovation Adoption & Diffusion and Place.
- 2.7. Support Innovate UK, KTN and EDGE establish and communicate their products and services and position within the innovation landscape.

### 3. Deliverables Required

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This tender is to procure a 12-month retainer. Projects and deliverables will be identified on an ongoing basis.

### TECHNICAL CONSIDERATIONS

KTN requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001).

### 3. Quote for Service – Fees

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KTN requires a quote for services including, but not limited to, rates for digital design, content production, strategic guidance, copywriting, and client servicing.

**Budget:** up to £80,000 + VAT

***Please note that the budget is not committed to the supplier if the contract is secured.***

### 5. Term & Expiry Date

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9<sup>th</sup> May 2022 – 31<sup>st</sup> March 2023.

### 6. Submission

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In response to this Statement of Works, please provide the information listed below.

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Shortlisted suppliers will be invited to pitch to KTN before a final decision is made. These pitches are expected to take place **w/c 2<sup>nd</sup> May 2022**.

- 6.1. Short narrative describing how you would approach the project i.e., your design approach, suppliers you may have to collaborate with to deliver etc.
- 6.2. One or more examples of a campaign you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work, and associated narrative.
- 6.3. Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e., 1<sup>st</sup> May 2022 – 31<sup>st</sup> March 2023.
- 6.4. A completed copy of the Pre-Qualification Questionnaire.
- 6.5. Additional Information. KTN invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with KTN values as an organisation. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
- 6.6. Legal information i.e. Your standard T&Cs.

Please provide the information requested above to [chloe.emery@ktn-uk.org](mailto:chloe.emery@ktn-uk.org) by **17:00, 28<sup>th</sup> April 2022** at the latest. Submissions will be assessed on an ongoing basis until this date.

## 7. Principal Contact for the Invitation to Quote

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Please direct any questions or communications on this Invitation to Quote to:

[chloe.emery@ktn-uk.org](mailto:chloe.emery@ktn-uk.org)

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## 8. Selection Process & Scoring

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Successful companies will be invited to pitch following a review of the written proposal and Pre-Qualification Questionnaire.

We will use the following to score proposals:

- Understanding of the innovation landscape
- Previous experience and sample work
- Approach to working relationship
- Value for money
- Alignment with Innovate UK KTN values

## 9. Terms & Conditions

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Any contract offered will be subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which can be made available on request.

Please note that KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.

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## FURTHER REFERENCES

**KTN Strategy Video:** <https://www.youtube.com/watch?v=0QrwwtTV4Hk>

**KTN Website:** <https://ktn-uk.org/>

**UKRI / Innovate UK Branding Guidelines:**

<https://ukri.frontify.com/d/zgfuBB2r7aAg/brand-basics#/brand-guidelines/full-brand-guidelines>

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