

Part 2: Specification

Contract Reference: RBGKEW1081

Wakehurst media agency framework

This document is for information

1. **Introduction**

Wakehurst is Kew’s wild botanic garden, in the ancient and beautiful landscape of West Sussex. It is a place for escape, exploration, tranquillity, and wonder. Wakehurst has a huge collection of plants from Britain and around the world. Wakehurst is a centre for UK biodiversity and global conservation, seed research and ecosystem science. At its heart is Kew’s Millennium Seed Bank, the world’s largest store of seeds from wild plant species.

The purpose of this Procurement is to contract a media buying agency to provide expert services relating to media buying for Wakehurst. These goods and services include buying traditional media space (OOH, leaflet distribution, print) on Wakehurst’s behalf, providing advice on best placement and spend for our budget, providing regular insights as to how campaign is performing and reporting at the end of all campaigns.

The Media Buying and Related Services Agreement shall commence on the contract start date and be applicable for a period of four years.

This will include the following constituent elements:

* Expert advice on media buying for Wakehurst, campaign updates and providing photo-reports. Providing advice on any last-minute deals that may be relevant to our audiences.
* Keeping us updated on any new developments from key media owners in the area.

1. **Marketing at Wakehurst**

The marketing team at Kew’s wild botanic garden, Wakehurst, is entirely managed by an in-house marketing team based at Wakehurst.

As a small marketing team campaigns are developed in-house without the support of media buying and creative agencies. We use the in-house creative team based at Royal Botanic Gardens Kew to develop advertising artwork and use media agencies to support us in our media planning on an ad-hoc basis. However, with increased pressure to drive visitation to Wakehurst and to reach out to new audiences, there is a need to secure more formalised support in the form of a media buying agency who knows the local West Sussex marketplace and has a distinct understanding of our audiences and where best to reach them.

We would like to engage a media agency to work with us on marketing campaigns throughout the year. As a marketing team we produce 6 - 8 marketing campaigns a year, which include programme marketing campaigns showcasing events within the gardens, as well as seasonal campaigns where we share the beauty of Wakehurst in every season.

We also have a highly popular winter light trail festival ‘Glow Wild’ which is key in driving income to the business. We would anticipate that the media buying agency would help with the majority of these campaigns across the year, budget dependent.

**3.Scope of requirements**

The broad scope of this contract is to secure specialist media buying services across Out of Home, print and leaflet distribution placements for Wakehurst. This will include supporting with planning of marketing campaigns, giving recommendations for the best use of our budget across selected media, coming up with suggestions on media placement and where best to reach our target audiences for each campaign, within budget.

To support these services, the supplier should provide evidence of expertise within the media buying/advertising industry, good relationships with media owners with a wide range of access to different media channels and with a focus within an hour drive-time of Wakehurst and with a focus on Sussex in particular. Campaigns will vary depending on the size of each project and will be defined in a project brief upon commencement.

Specific requirements include:

* Whilst the campaign is running, we expect regular contact with our account manager, we expect that key deadlines and specifications for the campaign assets are given, with plenty of notice.
* We expect that any changes in deadlines are given as quickly as possible.
* Any change in the media plan is given as soon as possible and alternative placements are recommended to avoid losing budget and scale of campaign.
* We expect to have regular updates during the planning phase of the campaign. This could include phone-calls or emails with project progress.
* We expect to have a quarterly catch up to discuss how campaigns are running and for the agency to share any learnings that could be used to inform future campaign planning.
* We expect the agency to come to us on an ad-hoc basis with last minute deals, new media placements and to give advice on an ad-hoc basis of any new media channels they may feel are of benefit to us.
* Whilst campaigns are running, we would expect to see photographs of our advertising in-situ, that would include images of billboards, adrails, leaflet distribution and print.
* We would expect to see a top-line report of advertising campaigns at the end of every campaign, showing breakdown of each channel activity with results, including reach.
* We would expect the chosen agency to have good relationships with media owners and advertising channels in the area local to Wakehurst, but also within a 1-hour drive time where we expect to extend our reach.

1. **Projects**

It is expected that multiple projects of various sizes will be required, with the following expected projects for the initial course of the contracted period:

* Family half term programme - February and October half-terms
* Family Easter programme – March/April
* Main summer programme - July-September
* Glow Wild – November – January
* Seasonal – ad-hoc seasonal campaign activation as required
* Membership campaigns – ad hoc as required

1. **Contract Management**

The main point of contact will be responsible for contract management. Marketing manager at Wakehurst This includes reviews initially set for every six months to ensure quality of service and good information transfer between both parties. Any specific monitoring will be agreed for each campaign.

Payments will be made at the end of every campaign. Invoices should be submitted electronically.