**QB4**

**DIT - INVEST IN GREAT**

**CAMPAIGN BRIEF**

**Brief:** Creation of the Invest in GREAT marketing strategy and creative approach, to generate investment leads for DITs pipeline. Targets for investment leads change yearly, but as a guide to inform your planning DIT have provided a hypothetical target of 10,000 leads.

**Budget: £2m**

The budget of this brief is £2,000,000 inclusive of Agency fees and VAT (i.e. total cost to client). The Potential Agency should propose how the budget would be split between the various proposed elements of the campaign including paid for media.

**Issue**

Before Covid-19 struck, the transforming UK economy was offering the prospect of strong growth in Foreign Direct Investment (FDI). In 2019, the number of new FDI projects coming into the UK rose by 56, or 7.4%, to 782 — the second-largest inflow of new projects secured by the UK in any year in the past decade. Within this overall strong performance, the UK had been particularly successful in attracting digital tech FDI, leading Europe by a significant margin.

[UNCTAD](https://unctad.org/webflyer/global-investment-trend-monitor-no-38) published its latest Investment Trends Monitor Report reporting FDI collapsed in 2020 with a 42% drop in global flows. They also predict a 5-10% FDI slide in 2021 with investors remaining cautious in committing capital. Similarly the latest [investment monitor](https://www.fdiintelligence.com/article/79396?utm_campaign=February%20newsletter%2004.02.21&utm_source=emailCampaign&utm_content=&utm_medium=email) from FDI markets showed global foreign investment plummeted 40% to historic lows in 2020 as Covid-19 forced investors to push the brakes on expansion plans.

This environment means we need to compete even more effectively for a diminishing pool of internationally mobile capital. We need to build on our success as one of the world’s leading investment promotion agencies to stay ahead of the competition and continue to attract investment into the UK economy.

The Department for International Trade (DIT) is the focal point for foreign investment capability across HMG, competing against the Investment Promotion Agencies (IPAs) of other countries like France and the Netherlands.

Invest in GREAT Britain & Northern Ireland (IiGB) is a digital first agile marketing campaign. It targets an audience of senior business decision makers and their networks in key inward investment sectors across priority international source markets, raising awareness of what the UK has to offer and generating investment project leads. The campaign aligns with investment policy and strategy objectives and recently adjusted its sector/market focus based on CV-19 insight highlighting sector opportunities and risks. The campaign is directly relevant to supporting HMG inward investment ambition and makes an important contribution to jobs and growth for the UK economy. Timing should be driven by insight into industry sectors, such as source market combinations overload with tactical activity providing surround sound to relevant key global events/ government trade priorities.

Our Invest in Great Campaign, part of our [Ready to Trade campaign](https://www.thedrum.com/creative-works/project/mc-saatchi-department-international-trade-ready-trade), will be key to generate investment leads for DIT’s pipeline, as we look to build back better from the economic downturn caused by COVID-19.

**Audience**

Our primary audience includes:

* Global Foreign Directors, international C-suite executives, senior business decision-makers.
* Entrepreneurs and innovators looking for a place to start-up or scale-up high-growth businesses (such as the Tech/Fintech sectors).
* Banks, venture capitalists, professional service firms and other specialist providers of services to the global FDI market.

There’s a broader decline in investor confidence across certain markets internationally. Our campaign for 21/22 will therefore need to be sensitive to these divergent views as well as views on the current pandemic.

The campaign is nurturing leads and current investors to help with conversion, these include:

* New investors that have been added to the pipeline
* “Non-responsive” leads from the campaign or “Dormant” leads in the pipeline
* Existing investors – investors that are already in the UK, but may need reassurance about staying in the UK or about expanding their investment

**Insight**

The campaign is focused on the distribution of high-quality relevant content across digital and social channels, allowing us to infiltrate our primary target audience, track them effectively and drive users to invest.great.gov.uk to showcase the UK offer and drive conversion.

We create engaging content experiences that tell stories and inspire potential investors to take action. This campaign will be research-based and will use investor insights (from current, potential and former investors) to inform a platform and campaigning approach to target key audiences. Key opportunities for investment over the few years:

1. **Being thematically distinctive beats rational claims of differentiation.** We have a strong start with our GREAT campaign, which is highly recognisable around the world, we need to take this to another level, we must use our recovery phases and the post-brexit period as a way to be more distinctive than our competitors.
2. **Conveying benefits rather than features reflects an understanding of audience decision-making.**Investing is a significant business decision, most countries seem to be promoting their features rather than their benefits, our campaign will look to demonstrate operational and competitive advantages to be derived from investing in the UK.
3. **Having a point of view as a country can create stand out and engagement.**Our competitors are setting out opportunities and solutions to societal challenges and their content is promoting stories of businesses making positive impact. Our campaign is shifting towards more in depth and long format content which will elevate the UK, add value to our audience and give them a reason to engage and talk to us frequently rather than as a passing visitor their online presence.
4. **Share our data and make it interesting to consume.**Business audience and those who influence the very top tier of investors or buyers are hungry for data. Manipulating it to add value to decision making or to nudge behavioural change is a big opportunity and something we should consider.
5. **Make every intervention a simple input with meaningful output**. There is a tendency to supply information rather than guide potential customers through an intuitive and responsive journey relevant to their business, sector, and needs. Our biggest opportunity right now and one we would like to make sure sits at the heart of what we do is within our marketing email automation programme which is currently being implemented. Having sight of our audience and their interactions with us will allow us to better process their needs to be responsive to their inputs with an offer relevant to each stage of the customer journey.
6. **Most countries prioritise rational over emotional positioning.**The USA packages its features as benefits, it does so in a rational way. Its website is structured around rational reasons to invest (Invest Here, Grow Here, Succeed Here). Germany’s brand film positions it as the most rational choice for investors, by underlining the nation’s reputation for quality, efficiency, and reliability. The importance of British soft power is well understood, it creates emotional resonance globally. Through our Invest in Great campaign there is an opportunity to create a sense of magic to go with the mechanics of investing with the UK.

IiGB blends low cost / no-cost activities such as organic social media and partnership value-in-kind arrangements with planned paid digital media. The campaign generates Foreign Direct Investment (FDI) enquiries and aims to convert a minimum of 6% of these to qualified leads.

**Response to brief should include:**

1. **Communications Strategy Development (30% of evaluation mark):**

Development of a communications strategy in line with GCS [OASIS framework](https://gcs.civilservice.gov.uk/guidance/marketing/delivering-government-campaigns/guide-to-campaign-planning-oasis/), including audience analysis, insight generation, strategic planning of content/messaging. This does not include media planning. Strategy must demonstrate understanding of international audiences, including nuances and variation between geos.

1. **Concept Development and Creative Design (30% of evaluation mark):**

Development of creative propositions, inclusive of relevant research; creative development across both art and copy; development of ideas, core messages and values. This should include demonstration of the understanding of nuances and variations amongst international audiences.

1. **Campaign Delivery (20% of evaluation mark):**

Campaign management and delivery of owned and earned channels, alongside account management across multi-channel campaigns; consideration of client specific comms. Dependent on the communications strategy campaign delivery may include (but is not limited to):

* Public Relations
* Direct Marketing
* Digital Marketing and Social Media
* Partnerships
* Experiential and events
1. **Evaluation and measurement (20% of evaluation mark):**

Evaluation framework as part of the communications strategy; client reporting and management; campaign effectiveness measurement.