**Market Engagement Questions**

Provision of Marketing Campaigns Services

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| No. | Question | Supplier Response |
| 1 | Should this contract be awarded to a single agency for all requirements. Or would you recommend that more than one agency is instead appointed, for example, to better target specialist audiences and or subject focus? |  |
| 2 | Is there an optimal way for IPO to structure the services required or contract, to help form the most effective response/bid? |  |
| 3 | Are you aware of likely future innovations , or changes to demand/ways of working, which the IPO should consider when specifying either the services or structure of the contract? |  |
| 4 | What further information, would you consider essential, as part of a tender process, to best enable an informed response/bid? |  |
| 5 | The IPO is likely to use the Government’s Mid-Tier contract ([link](https://www.gov.uk/government/collections/the-mid-tier-contract)), as recommended by government procurement policy, as the contractual document.If you have prior experience of this contract type (positive or negative), we would be interested to know your thoughts.  |  |
| 6 | What would you consider a reasonable tender timeline for this type of requirement? |  |
| 7 | How would you recommend the IPO can consistently best evaluate cost/vfm across bids within the tender? For example (but not limited to): hourly rate card, daily rate card, a hypothetical scenario, fixed fees etc? |  |
| 8 | Factoring in that the proposed contract will be for a number of years, what should the IPO be considering and asking for of suppliers when evaluating their suitability for the contract, to help ensure best outcomes for both parties throughout any agreement? |  |
| 9 | What examples of Social Value have you previously delivered in contracts?For reference, Social Value can be split into three areas:* economic (e.g., employment or apprenticeship / training opportunities)
* social (e.g., activities that promote cohesive communities, charitable work)

environmental (e.g., efforts in reducing carbon emissions, disposal of chemicals) |  |
| 10 | Do you have any further thoughts or suggestions or experience, not covered above, as to how IPO can best prepare its requirements and any subsequent, contract to help deliver a clear, effective and mutually valuable contract? |  |

Please return and upload your responses onto Atamis.