

Brand implementation brief

Consolidated Q&A

RESPONDING TO THE BRIEF:

- 1. If applying for all three lots, do we need to provide three case studies per lot (i.e. 9 case studies in total) or could a single case study apply to more than one lot as long as a minimum of three are provided in total?***

If each of your three case studies cover more than one of the three lots, and if your ability to deliver against all three lots are illustrated effectively through your three case studies, then that is fine. If you'd like to provide an additional case study to showcase (for instance) your web design and build credentials, that would also be fine. You do not need to provide three case studies per lot.

- 2. Allowances – where you are suggesting ‘allowances’, does this mean that there are additional budgets available for the items (such as acquisition of photographic images and migration of content)?***

No, we are asking you simply to specify what budgetary allowance – within the overall budget specified in the invitation to tender – you would recommend for those items.

- 3. Responses – given that the website has 8 sub-sections, this may require more than 4 pages of A4. Can responses on lot 2 be longer, to incorporate the required level of detail?***

Yes, we will change the requirement against lot 2 to be 6 pages if you are submitting for other lots; and 8 pages if you are only submitting for lot 2.

- 4. If we bid for all lots, can we allocate the total budget of £45,500 as required to target effort and best meet the deliverables?***

In principle, yes – but it will potentially create difficulties in the evaluation of your response. We will take that question back to our procurement team and reconsider how we evaluate against cost for each lot.

- 5. When applying for any or all of the lots is it possible to do collaborative tendering in partner with another agency or agencies where a combined experience approach might work best?***

Yes.

- 6. We are assuming the project will be carried out remotely for the most part and that any travel required will be within London, for which we wouldn't ordinarily charge. Is this a fair assumption?***

Yes.

7. In 6.2 you have asked for maximum day rates and provided examples of roles applicable perhaps in a communications agency. Can we assume that the rates would work as follows into a creative agency? If not, can you suggest how they might be broken down?

- Senior level, or account director, is equivalent to a brand strategist, UX consultant, design director or project director.
- Mid-level is equivalent to a UI designer or experienced graphic designer, copywriter and illustrator.
- Junior is equivalent to a less experienced designer or a production designer.

Yes that sounds sensible; but please cost them in whatever way works best for you and your organisation.

8. Is LWARB willing to accept submissions from organisations based outside London (our organisation is global and our UK HQ is based in Glasgow but with capacity to supply across the country). Will we be marked lower if not based in London?

We are happy to accept submissions from outside London and our evaluation and scoring criteria make no reference to supplier location.

9. Is your organisation's preference for one supplier to conduct all three lots? Will you prefer a solution encompassing all 3 lots?

We are open-minded about this and will evaluate each submission on its merits.

10. We have been requested to provide fixed costs for each lot. What is the reason for requesting day rates for specific roles and how will this information be used to compare competing bids?

Day rates will not be used to compare competing bids, which will be evaluated on the basis of the fixed costs requested. However we are interested to see them as they will presumably form the basis on which any additional unforeseen work may be costed.

11. Will the newly announced November lockdown affect the proposed timings?

No.

12. If the incumbent agency is not successful in any part of the lots, can we assume there is sufficient detail within the presentations they have provided so far to tell a story about the brand identity, what it means and how it works, and that you will be able to share the research findings and recommendations presented as part of the rebranding process?

Yes – it has been a highly collaborative process so far, and there will be no obstacles to full sharing of what has been developed already.

BRAND STRATEGY:

13. *Your business plan has broad outlines in terms of deliverables and ambitions. Is there a more detailed document that sits behind this with a wider vision, mission and set of values?*

The brand work completed so far contains a great deal of this contextual information around vision, mission and values; part of the work of this next stage is to integrate that with the business and delivery plans, and complete a brand 'book' or bible, as described in the invitation to tender.

14. *Have you agreed brand value propositions for your audiences?*

No. It is not clear whether we need to do that at this stage, and as part of this work but feel free to include (and price) it if you feel it is vital to our preparations for the brand launch.

CREATIVE APPROACH & IDENTITY DEVELOPMENT:

15. *Can you clarify what is meant by 'a suite of illustrations to be used in the logo' (Lot 1 section 4.1)? Are the illustrations part of the creative solution for the new brand?*

The new brand logo has an associated graphic device which includes a number of smaller graphical illustrations representing a wide range of materials, products and foodstuffs which we focus our efforts on as an organisation. Illustration is therefore very much part of the creative solution for the new brand – so we will need a set of illustrations to use more widely on marketing materials, but they will also need to be scalable for use as part of a composite image (i.e. many small items making up a larger graphic device).

16. *Has a set of illustrations already been commissioned? Will any new illustrations be additional to the budget?*

No, the illustrations used so far in the draft creatives have been produced by the current brand agency and a final set of illustrations has not yet been commissioned. We do not have any additional budget for illustration, over and above what is in the invitation to tender.

17. *You ask that the illustrations can be used "in the logo". Do you see these as being more like icons, or are you looking for a series of illustrations that can be adjusted according to their use?*

We need both icon-like illustrations for use in the graphic device as part of the logo, and a small collection of illustrations which are clearly related to those same icons, but which can be used in our wider marketing materials and templates. These are likely to relate to different materials and products (e.g. food; textiles; plastics; built environment; electricals).

18. Do you envisage the illustrations to be graphic in nature and therefore possible to be “drawn” by a designer, or are they to be more illustrative and therefore require the services of an illustrator?

The icon-like illustrations for use in the logo’s graphic device may be capable of being “drawn” by a designer, but we believe that we will need the services of an illustrator for a series of key illustrations for use in marketing materials and templates, as described above.

19. How many illustrations do you envisage? Will they be used in advertising?

We envisage potentially between 30 and 50 small icons, 15 of which may need to be developed into illustrations for use in marketing materials separately from the graphic device described above. But we may need to be flexible in this, as we develop the marketing materials. We may in future use them in advertising but there are currently no plans to this effect.

20. When you say a short animation for the logo, can we assume this is .gif file, of say one to three seconds and be without sonic branding?

Yes. We already have a short animation which may just need refining, but it is around 5 seconds and has no sound.

21. Should we make an allowance for the cost of the licences for the photographic images, or should we only allow for a search fee? How many images do you envisage? Are they to be used for editorial purposes only, or also for advertising?

Please allow for the cost of the licences as well as the search fee. We envisage between 10 and 15 core brand images, for use on the website, in reports and presentations and in marketing materials such as case studies, impact report etc. We are unlikely to do any advertising with them but please let us know in your response how much you believe additional rights for advertising use may cost.

22. Has the colour palette been tested for accessibility including colour blindness?

Not yet, but we have already identified some accessibility issues with the colour palette which will need to be addressed in the next iterations of the identity guidelines. We may need to add accessibility testing to the process if it is not clear whether we are meeting requirements – additional budget will be found for this if necessary.

23. Is there just one font and if so, is it suitable for use in Microsoft documents?

There is a headline font and a body copy font for designed documents; with alternatives for use in Word and other MS Office applications.

24. Are the fonts used in the new brand available for distribution or will font licences need to be purchased, if so should this be included in the budgeted cost?

Costs for font licences do not need to be included in the budget specified in the invitation to tender. We may need to acquire font licences, but the goal is to use fonts that are readily available and free (or good value).

25. Initial creatives have been developed, and this brief is for refining them and bringing them to life. Will we have sight of the initial creatives for the brand identity that we will be tasked to implement? This will enable us to provide an accurate costing and evaluate the complexity of the project.

The appointed contractor(s) will be given sight of the creatives once the appointment is made. We are unable to share them in advance.

26. Has a suite of logos been prepared, for example, for working with partners, a favicon, social media idents and so on?

No.

27. Do you require a suite of icons, or have these already been prepared as part of the “look and feel”? If required, how many do you envisage?

It is not clear what you mean by ‘icons’ in this context – but if you mean infographic-style icons for signposting different types of content on the new website, then we will require them – potentially 8-10. ‘Icons’ in the sense of small graphical illustrations that form part of the logo have already been prepared but will need reviewing, tweaking and expanding as part of the next stage of the process (see earlier questions on illustrations).

28. Do you envisage your social media cards to be a template, perhaps in something like Canva, or do you have a specific number of them in mind? Will you supply copy, or should we allow for this in our quote?

We would like templates to work to (and Canva is a software we use internally) and will create them ourselves using those templates. Please review our Twitter feed for examples of the graphics we create for different purposes.

DELIVERY DETAIL:

29. Regarding Lot 3, can you give more information about the Partner Communications Pack - what does it consist of, what is the extent of it?

The partner communications pack is likely to be a slide deck with visuals and key messaging, for use in face-to-face meetings with stakeholders and partners to brief them on the rebrand and what it means for us and them. We are happy to take advice on the extent of it and its exact components, but it must be shareable both as a presentation and as a leave-behind.

30. Similarly, what is the extent of the Event Sponsorship Pack?

For major events such as [Circular Economy Week](#), we create a PowerPoint-based deck outlining the event and sponsorship opportunity for potential partners. Normally no more than 12 slides, combining text, stats and imagery, it is a relatively straightforward document which we convert to PDF for sharing.

31. Messaging – does draft content for this section already exist? Do you have audience insights research that can assist with the messaging?

High level brand messaging was created as part of the process to date, but it is likely to need updating for the 1st March launch. It was created using the outputs from an

evaluation and research phase, in collaboration with employees at a workshop earlier this year, so is built on insights with stakeholders. This will be made available to the winning bidder(s).

32. Social media – can we base our costs on Twitter and LinkedIn?

Yes.

33. Materials – can we assume that all items will be published as PDF documents (excepting the banner and wall artworks)?

Yes.

34. Looking back at the tender for the original rebranding we can see that the successful agency has delivered most of the work required. Can we assume this includes the core brand proposition and messaging outlined in that ITT, or have these yet to be developed along with a positioning? If not, do you envisage the involvement of your board in their creation and can you see that this might be possible within your timeframe?

The core brand proposition and messaging has been developed as part of the work completed to date. The Board has been involved and consulted; any revisions and final updates to the proposition in the next phase of work will not need to be taken back to the Board as they are unlikely to be substantive.

35. Do you need to consider community languages other than English?

Not currently.

36. Has a tone of voice been agreed as part of the overall brand strategy? If not, do you expect us to develop one?

Indications for a tone of voice have come out of the process so far, but we will be writing a style guide as part of the next phase of work. This will include a tone of voice based on work completed already; the appointed lead agency will be expected to contribute to, but not create, this guide.

37. Do you have a basis upon which to write your style guide, or do you see yourself starting from scratch?

As a partner of the GLA, we will use their style guide as a starting point but believe that our tone of voice is less formal and more activist than theirs – so we will also refer to other style guides in the public realm, such as the Guardian.

WEBSITE:

38. Advance London – if this site is also migrated by June 2021, this may affect the overall website navigation and add more time to content migration. Therefore, is there an additional budget allocated?

We have no more budget for the rebrand this financial year than is in the invitation to tender. A final decision about the Advance London site migration will need to form part of

the next phase of work; costs and budget availability will be taken into account when that decision is made.

39. User testing – presumably, this would be done at the wireframing stage, and the ‘prototype’ can be presented in a suitable software, such as Axure?

We are happy to consider whatever your recommendation is for the most efficient approach to user testing.

40. CE Week – is there additional budget for the platform review and consulting work?

There is a small CE Week platform review budget already included in the overall budget specified in the invitation to tender (i.e. there is no additional budget). We are not expecting an extensive research and analysis project on this; a straightforward review with technical, branding, navigation and content recommendations are what is required in order that we can brief the next phase of work on the events platform.

41. Hosting – is there additional budget for hosting the website?

We have a small annual budget for website hosting and maintenance, which is separate from this invitation to tender. Please tell us how much your recommended approach to hosting and maintenance would cost annually.

42. Do you have a content strategy in place?

Not yet.

43. Do you have a wider content plan for the business which will inform a content plan for your website?

We have a business plan for 2020-25; and we have a delivery plan for 2020-21. We also have an emerging roadmap for content ‘milestones’ between now and COP26 in November 2021; and an emerging approach to knowledge management which will inform the web content approach. This will all be shared with the winning bidder.

44. Can we assume that content implementation is only uploading new content, and migrating existing content, rather than creating content?

Yes.

45. Are you expecting the site to be technically compliant for the purposes of accessibility, or fully AAA compliant? Will all content be supplied such the site can be compliant?

This is a difficult question to answer as we currently have a limited understanding of the requirements of the Act in question. Ideally we would be technically compliant at launch, but we would like our web contractor to provide us with expert advice on (a) what is achievable within our budgets; and (b) what is needed to make us fully AAA compliant and whether that will require additional budget (and how much).

46. The brief references that the new site needs to be compliant with Government guidance on accessibility, which is quite strict; so it's likely that an accessibility audit will need to be completed alongside the new site design/build to make sure it meets all of the criteria. Do you plan to run an accessibility audit separate to the brief or will this need to be sourced by the successful agency? Is there additional budget for this?

See the answer to question 45 above: we would like our appointed web contractor to provide us with expert advice on this and will consider options. There is currently no additional budget for an accessibility audit; our contracted supplier should aim to build the site from the ground up as a compliant site. But once appointed, we would expect our contractor to guide us as to what is achievable within the budget and what additional requirements we need to consider (and therefore budget implications).

47. Accessibility guidance also suggests alternative ways of providing content to visitors and making sure that written content is accessible. Will LWARB be responsible for providing content in other accessible formats if requested by visitors?

Yes.

48. The brief mentions that the current sites are hosted with a website management agency, will the new site be hosted on the same platform? Or should hosting costs be provided within the overall budget and proposal?

There is a separate small budget for web hosting; please recommend an approach and provide annual costings for hosting and maintenance.