

## Innovate UK KTN – Brand & Identity

### Invitation to Tender and Statement of Works

**Prepared By:**

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#### Open

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

#### Creative

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

#### Collaborative

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

#### Determined

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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 |

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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 a communications agency to support brand and identity projects. As the company transitions to Innovate UK KTN, it needs to re-establish its position within the innovation landscape, build brand awareness and reinforce messaging to internal and external audiences.

## 2. Services Required

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This request for quotation is to invite suppliers to quote for support on brand and identity projects.

- 2.1. Build brand awareness through strategic content creation and messaging development.**
- 2.2. Support Innovate UK, KTN and EDGE establish and communicate their products and services and position within the innovation landscape.**
- 2.3. Work alongside KTN's Online Experience Team to improve user journeys and maximise KTN's reach.**
- 2.4. Support the development of sub-brands and event identities.**
- 2.5. Create core templates and assets for internal and external use.**
- 2.6. Help inform internal staff, include KTN's Executive Team on any identity changes and be there to support KTN's Reach and Engagement Team in the development of marketing material when required.**
- 2.7. Work alongside KTN teams to analyse the success of strategic and corporate communications content and help refine our approach to brand awareness and recognition.**

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### 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. 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.

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- 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)

## 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

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- 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.

### 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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