Innovate UK KTN – PR Tender

FAQs

1. **Do you want to see creative ideas for campaigns within the proposal or simply for us to outline how we would approach planning / executing these with you?** Mainly the latter. We don't expect to see bespoke creative ideas at this stage, but you could use examples/case studies from other campaigns you've run.

2. **Are there any key sectors or areas that innovate UK KTN plans to prioritise in the coming year?** No single sector - our work is all about cross sector working. We have priority themes though and they are: Net Zero, D&I, Place, Innovation Adoption & Diffusion and Global Innovation.

3. **Requirement 2.5 states the supplier would be required to 'Work alongside KTN's Online Experience Team to improve user journeys and maximise KTN's reach' – would this be in relation to your website? Can you provide further details on what this aspect of the work would require?** Our Online Experience Team help to implement digital strategies across our own website, partner sites and pop-ups, as well as social media across our many channels. They manage the online event UX and are responsible for collecting, processing and reporting of data. We would expect the successful agency to work with our teams including Online Experience.

4. **You state that you require a 'Short narrative describing how you would approach the project i.e., your design approach' – can you confirm 'design' is used here in relation to the development and planning of campaigns, as opposed to visual design?** Yes, design planning and development, not visual design (there is a separate tender for design).

5. **What is the nature of your internal staff resource in terms of communications, social media, design and digital?** We have approx 30 FTEs within our Reach & Engagement Directorate split into 3 teams, Online Experience, Central Communications, and Campaigns. Most of our communications activities are managed in-house with the exception of a few freelancers who are assigned to specific projects. Our social media is managed in-house, and our design is a mixture of in-house and outsourced, depending on the requirements.

6. **Do you have set KPIs in relation to this project or would you like the agency to determine these?** We would expect to work with the successful agency to determine these.

7. **What would success look like at the end of this project?** Media coverage across a range of national and local titles, industry/trade and general innovation/entrepreneurship/tech titles leading to increased brand awareness, possibly measured through our business engagement survey. Success through growth of our network, reaching new (hard-to-reach) audiences.

8. **Are there key target publications or audiences you are looking to reach, and does this include digital platforms such as LinkedIn and/or owned channels?** Mainly looking at tier 1 industry titles, but interested in securing high profile national opportunities. Our audience is varied, spanning government, industry and academia, but we are particularly interested in hearing from companies with game-changing innovations who previously have not engaged with Innovate UK KTN.

9. **To what extent is the priority raising KTN's profile versus showcasing the innovation being done by the companies that you support?** They're two sides of the same coin. KTN connects for positive change, so by building and convening communities, facilitating the creation of roadmaps/strategies and helping companies to win investment, their success is KTN's.

10. **Who are KTN's main sector experts and which members of the Executive Team do you want to profile?** We have experts covering all sectors of the UK economy from Transport, AI, Robotics, Materials, Infrastructure, Health, Digital Economy and so on. Our Executive Team 'sponsor' or 'champion' many of our activities so we should use them where appropriate, particularly our CEO (currently on long-term sick leave). We have a few people who, I would describe as 'rising stars' within KTN. These are industry experts who are media savvy, and take an active interest in PR. I want to continue to work with them, and help others to better tell stories in the media.

11. **Please could you let me know the weightings for the scoring for the (i) PR and (ii) content creation invitation to tenders?** Equal weighting across the five areas.

12. **Do you have a preferred format for our written response? E.g. is there a template available?** No preference, whichever format you'd like (we don't have a template).

13. **Is there a word limit for any part of the written response?** No word limit.

14. **As we are submitting proposals for both, do we need to fill out a PQQ for each tender or will one be sufficient for both?** One will be fine.