



InnovateUK
KTN



Reach & Engagement Directorate

Media Planning and Buying

Invitation to Tender and Statement of Works

Version: 1
Date: 20.07.2022
Author: Megan Kearns

Contents

Background.....	3
Services Required.....	4
Deliverables Required.....	5
Quote for Service / Fees.....	5
Terms and Expiry Date.....	5
Submission.....	6
Principle Contact.....	7
Terms and Conditions	7

Background

Innovate UK KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into value for our economy and society. KTN has a network of over 46,000 unique organisations and 234,000 innovators.

KTN is seeking a media buying agency to book media space on behalf of KTN, based on a recommended schedule.

Services Required

This request for quotation is to invite suppliers to quote to deliver an exemplary media buying service to raise awareness of success stories and showcase opportunities to new audiences.

Suppliers are expected to:

- Identifying who is most likely to be inspired and take action through hearing, seeing and understanding the impact of campaigns.
- Work with Channels which will best reach the audience being targeted – and at which time of year / day / time etc. Note – campaigns are likely to include online, press, specialist press and radio. TV will not form part of campaigns.
- Work with content creators to establish which messages and content are best placed or required to engage the right audiences.
- Maintain a budget and forecast, recognising that as this project is grant funded, it is key that budgets are managed transparently and effectively, and that maximum value is generated from all third party spend.
- Agree a set of goals or KPIs for individual campaigns with KTN.
- Negotiate placement, time and cost with media channel owners. Purchase the media on KTN's behalf.
- Communicate clearly (with KTN, stakeholders and content creators) the plan of purchase and placement – and provide regular updates as the media plan progresses.
- Provide evidence of campaign delivery against pre-set objectives.

1. Deliverables Required

The following deliverables are required if KTN decides to proceed with a chosen contract partner.

- 1.1 Work with KTN to understand clear audience profile(s) for the campaign**
- 1.2 Produce, present and manage an effective and evidence-based media plan for campaigns running July 2022 to March 2023**
- 1.3 Provision of clear budget and monthly forecasting for media plan**
- 1.4 Effective account management of media channels**
- 1.5 Effective liaison between content producers and media channels**
- 1.6 Ongoing evaluation of the success of the campaign**

2. Quote for Service - Fees

Budget: up to £80,000 + VAT inclusive of media spend

3. Term and Expiry Date

Content for the campaign is in production. Media promotion for this content, beyond Innovate UK KTN channels, should roll out between 1st September 2022 and 31st March 2023.

4. Submission

In response to this Statement of Works, please provide the information listed below.

- 4.1 Short narrative describing how you would approach the project i.e., your approach, suppliers you may have to collaborate with to deliver, examples of previous work etc.
- 4.2 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.
- 4.3 A completed copy of the Pre-Qualification Questionnaire.
- 4.4 Additional Information. Innovate UK 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.
- 4.5 Legal information i.e. Your standard T&Cs.

Please provide the information requested above to Chloe.Emery@ktn-uk.org by **17:00, Friday 19th August 2022** at the latest. Submissions will be assessed on an ongoing basis until this date.

Submissions will be scored equally against the following five areas; understanding of the innovation landscape; previous experience and sample work; approach to working relationship; value for money; alignment with Innovate UK KTN values.

The successful agency will be contacted by **Friday 26th August 2022**.

5. Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

Chloe.Emery@ktn-uk.org

6. Terms and Conditions

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.

Date of issue	20 07 2022
Version Number	1
Prepared by	Megan Kearns
Approved by	Fran McIntyre