

16/06/2023- CLARIFICATION

Just clarify for all bidders the budget for this tender is for (but not limited to-as billed separately) the following:

- The management of the account
- PPC campaigns

Q1- Can you confirm your current typical monthly ad spend for PPC? Does this fall outside of your 45k budget for the overall campaign?

This will be included in the £30-45k budget. How the media buying budget is spent will be led by the appointed agency in conjunction with NMRN team, which may vary in scope month to month.

Q3- For campaigns that do have an element of media buying, is the appointed agency expected to pay those costs upfront then charge back on completion? The scope indicates this is the case, but wanted to check.

Yes, this is correct, this is because flexibility is needed for payment which we are unable to administer.

Q4- Can you confirm the email address for submissions / clarification? The ITT states that there are 2 different locations to send these to, although they state the same email address.

All clarifications and tender submissions are to be sent to tenders@nmrn.org.uk. The deadline dates are the following;

**Final date for Clarification Questions/Requests
for Additional Information**

**Midday (1200)
Friday 23rd June 2023**

Deadline for Return of Tenders

**Midday (1200)
Tuesday 4th July 2023**

Q5- Have you undertaken any audience segmentation work and if so, can you share that with us either now or upon commission?

The NMRN are currently working on an audience development plan which will define segmentation, this will be completed by July. This can be shared with the appointed company.

Q6- In terms of sales targets, where do you currently sit against your targets? It will help us understand the opportunity and realistic outcomes and outputs that we can deliver.

We are currently performing very positively in relation to the targets for the year. We receive weekly data on targets for ticket sales online and on the day purchases.

Q7- How do you currently measure awareness?

This process for this will come from audience development plan recommendations. In terms of digital – there is regular reporting in place.

Q8- Who is the reporting contact for this contract and where do they sit in your team?

Reporting would come through to Digital Lead, Social Media Manager and Marketing and Brand Lead.

Q9- What other media do you plan and buy? When does this normally happen?

The NMRN do buy media including outdoor – 48 sheets, buses and adshells plus digital outdoor. We also buy radio coverage.

Q10- Are your targets by individual location or as an organisation overall? Is there any overarching target across the whole organisation or will there be specific targets that need to be met for each location?

The NMRN have targets for all locations.

Q11- Have you evaluated previous digital activity? If so, are you able to share the evaluation with us either now or upon commission?

The NMRN are in the midst of a digital evaluation. This is due for July and we can share then.

Q12- Is there any digital trade work currently being undertaken? For example, selling tickets via Online Travel Agencies or other third parties? If so, can you briefly outline what?

Currently - we sell tickets through agencies and third parties such as; get your guide, viator and other vendors the purpose of this is to reach audiences we wouldn't hit or target naturally through our channels so that would be international, EU visitors and day trip outside the 2-hour drive time. We sell our UE tickets mainly through them. This will soon integrate with galaxy connect however for now it's a voucher purchase. We will soon be also expanding with third parties for other sites.

Q13- Do you have a marketing plan for each site that we can review in order to understand where this activity sits within your bigger picture?

The NMRN do have information material we can share on this. Once we have a finalised audience development plan we will draw up plans for all sites.

Deadline for Final Clarifications for response is Friday 23rd June 2023 at Midday (1200)

Sent to tenders@nmrn.org.uk