**Clarifications**

1. **For questions 2 (if there is a written section, see Q5 below) to 7, do you have any preference or guidance on minimum font sizes and styles?**

**Goldsmiths Response:** Minimum font size should be 11, but no specifics around style etc.

1. **Q1 - a £20 cost-per-application seems very optimistic based on 250 applications for a £5,000 media budget - can you please clarify if these figures are correct?**

**Goldsmiths Response:** The objective of this question is not necessarily to evidence the ability to reach a certain CPA but to detail and explain the agency's approach to digital campaign strategy.  As such, the 250 applications are a hypothetical goal - the response would not be scored on whether reaching the 250 applications is evidenced.

1. **Q1 - Is there any additional marketing support / activity for this scenario?**

**Goldsmiths Response:** Goldsmiths runs a wide variety of recruitment and marketing activities such as on campus recruitment events, virtual events, external HE fairs, other branding marketing and overseas recruitment activities, CRM campaigns etc.  There is an always on approach to the marketing activity.  This hypothetical campaign would be part of the wider marketing and recruitment activities.

1. **How many total presentations are involved as part of the process? Are there separate presentations for Q1 and Q2?**

**Goldsmiths Response:** Q1 should be detailed as a PDF or PPT document that is submitted as part of the response, but agencies will not be expected to present this.  Only Q2 would be a presentation.

1. **For Q2, can you clarify if a supporting written response is required, or is this just delivered via a presentation at the next stage?**

**Goldsmiths Response:** Responses are welcome to submit their presentation as part of their response or not. If it is submitted as part of the response it will not be scored until it is presented.

1. **Re: SQ Q6.4 & 6.5 - we are not in a position to share client confidential data. We can provide percentage-based uplifts on certain campaigns; would this be sufficient?**

**Goldsmiths Response:** If is not possible to submit confidential data then anonymised data can be submitted so long as the examples are relevant to the tender.

1. This states 30 slides max so is that also 30 pages of a PDF maximum - to be part of the tender return? It states ‘a minute presentation’ – is this a typo?

**Goldsmiths Response:** This is 30 pages of PDF maximum. Yes, that’s a typo.

1. – this has no page limit but states a 25 - minute presentation – should we provide this method statement in the tender or is it only for a presentation?

**Goldsmiths Response:** happy for you to submit their presentations as part of their submission pack but obviously this would not be scored until the presentation themselves.

1. Can we check what you mean in your Q6 when you refer to HEPs? We presume it is Higher Education something.

**Goldsmiths Response:** HEP stands for Further Education Provider

1. Would like to know if you would be able to consider ourselves working in tandem with a partner that specialises in educational services - with the following response and mitigation circumstance. I hope it should be ok, let us know if otherwise. The question is this:

**Please provide a relevant example of a cost-effective digital marketing contract you have run for a higher education provider (HEP) with an objective of student recruitment, and include examples of digital adverts and client reports that your organization submitted to the client to demonstrate the client’s ROI. The digital marketing contract should have a minimum spend of £150,000 per year.**

In response to this question, I would like to know if the following response will constitute a pass / fail.

We have worked together with HEP with an objective of student recruitment across 2 different universitiand can provide supporting documentation to ascertain to every part of the above question, but the spend. However - as a media buying agency we can prove and show positive successful ROI in ad spend and management of ad spend well above £150,000 per year in a slightly different industry, and we are able to break this down very concisely to show exactly what and where our client spend goes and how it is managed to give a positive ROI, and where we observe to maintain the positive return on investment, as this is what matters.

**Goldsmiths Response:** 'Submissions will be considered on a case-by-case basis dependent on contract spend.  We cannot comment whether deviations from the contract amount listed above will result in a fail or not at this stage.

The team are also happy for you to provide a joint submission.

1. Regarding Question 1 in the Quality Questionnaire, would you like us to focus on UK (Home) applications only?

**Goldsmiths Response:** The submission can be for any target market that the tenderer deems most relevant.

1. Regarding Question 1 in the Quality Questionnaire, would you like us to include creative production/development costs within the £5,000.00 budget, or would Goldsmiths deliver creative in this scenario with our guidance?

**Goldsmiths Response:** There will not be a requirement for creative services as part of this tender so please assume that Goldsmiths will provide all creative.

1. 6.4 are you happy for us to submit a ROI report as an appendices which sits outside of the 2 page limit?

**Goldsmiths Response:** Tender responses may include an example report as an appendix to question 6.4; please note the answer to 6.4 should not simply be 'please see the appendix'.

1. For Question 1 in the Quality Questionnaire, how much time will be allocated for shortlisted agencies to present their approach?

**Goldsmiths Response**: Question 1 will not be presented, this will be reviewed as a document as part of the submission.

1. For Question 2 in the Quality Questionnaire, please can you specify the slide limit we should work towards?

**Goldsmiths Response:** There is no limit or minimum to the number specific slides.  Submissions should be confident that the content will be covered within 25 minutes.

1. For Question 5 in the Quality Questionnaire, do you expect us to manage, qualify, and respond to leads through Lead Generation/Management software, or are you happy for us to work with your team in tracking leads throughout this process?

**Goldsmiths Response:** The successful agency will be expected to work with the internal teams to track leads.

1. For Question 6 in the Quality Questionnaire, do you you define campaign by overarching annual plan, or the specific tactics (i.e. a Google Search campaign) within this.

**Goldsmiths Response:** Specifically this is referring to total clients and their whole yearly activity rather than individual campaigns broken down by channel.

1. Regarding Question 6 in the Quality Questionnaire: Due to confidentially we may not be able to disclose the annual advertising spend per client. How do you recommend we approach this answer?

**Goldsmiths Response:** Please provide anonymised data where relevant.

1. Regarding the Pricing, in particular management and consulting fees, this pricing structure differs from that of our own which is scaled depending on volume of work for campaigns. Can you recommend how we approach this answer, or would it be helpful to refer to our answer in Question 1 to demonstrate our pricing in response to a brief?

**Goldsmiths Response:** You may provide clarifications to your pricing model if it deviates significantly from the pricing submission but please add notes to the pricing schedule and not in question 1. Pricing and technical evaluations will be done separately, with pricing being evaluated by procurement. Therefore no pricing should be included in your written proposal.

1. Can we check that where you have stated supporting docs eg reports are allowed for a question with a two page limit, that those docs are in addition to, not included within, the two pages? We are thinking of sample ads and reports to support our response.

**Goldsmiths Response:** Responses can include an appendix for examples of reports or ads etc.

1. have a clarifying question in reference to "GOLDMK059-22" and t relates to this Pass/Fail criteria:

"*Please provide a relevant example of a cost-effective digital marketing campaign you have run for a higher education provider (HEP) with an objective of student recruitment, and include examples of digital adverts and client reports that your organization submitted to the client to demonstrate the client’s ROI.  The digital marketing contract should have a minimum spend of £150,000.00 per year.*"

We have significant relevant experience working with Education groups from Primary through to A-Level, but not specifically University/Higher Education. We are keen to apply for this opportunity, as we feel we exceed the brief requirements, however wanted to clarify if our wider experience working with Education providers would still be considered or would exclude us from consideration?

**Goldsmiths Response:** You are welcome to submit an example where the target audience was 17-18 year olds within an education context, and where you can demonstrate the relevancy and similarity to a student recruitment objective for a HEP.  To note, we would not accept an example where the target audience was for people studying at level is below 3 (irrespective of the relevancy). The successful supplier would need to show an understanding of the student journey and this can be complex and multi-faceted and encompasses multiple different audiences etc (such as several different overseas markets).