



# Invitation to Quote

**Invitation to Quote (ITQ) on behalf of Innovate UK**

**Subject Creative video and editorial content and communications support – Live Action – Cross Country and International**

**Sourcing reference number PS17104**

**UK Shared Business Services Ltd (UK SBS)**  
[www.uksbs.co.uk](http://www.uksbs.co.uk)

Registered in England and Wales as a limited company. Company Number 6330639.  
Registered Office Polaris House, North Star Avenue, Swindon, Wiltshire SN2 1FF  
VAT registration GB618 3673 25  
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**UKSBS**  
  
*Shared Business Services*

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# Section 1 – About UK Shared Business Services

## Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our customers. This allows our customers the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by its customers, UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

## Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business, Energy and Industrial Strategy (BEIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Customers.

Our Customers who have access to our services and Contracts are detailed [here](#).

## Section 2 – About Our Customer

### Innovate UK

The Innovate UK is the UK's innovation agency – driving innovation to boost economic growth. It works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy

Innovate UK is an organisation of around 300 staff, drawn mainly from business. It works across the UK, with a head office in Swindon.

With a strong business focus, Innovate UK drives growth by working with companies to de-risk, enable and support innovation. To do this, they work to:

- Determine which science and technology developments will drive future economic growth
- Meet UK innovators with great ideas in the fields they're focused on
- Fund the strongest opportunities
- Connect innovators with the right partners they need to succeed
- Help its innovators launch, build and grown successful businesses

Since 2007 Innovate UK has committed over £1.8 billion to innovation, matched by a similar amount in partner and business funding. They have helped more than 7,600 organisations with projects estimated to add more than £11.5 billion to the UK economy and create 55,000 extra new jobs

## Section 3 - Working with UK Shared Business Services Ltd.

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Customer Name and address	InnovateUK Polaris House North Star Avenue Swindon SN2 1FL
3.2	Buyer name	Kevin Griffiths
3.3	Buyer contact details	<a href="mailto:professionalservices@uksbs.co.uk">professionalservices@uksbs.co.uk</a>
3.4	Estimated value of the Opportunity	£52,000 - £75,000 excluding VAT
3.5	Process for the submission of clarifications and Bids	<b>All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available <a href="#">here</a>. Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.</b>

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	02/06/2017 Contracts Finder
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	08/06/2017 11.00
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	12/6/2017 11.00
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	15/06/2017 14.00
3.10	Date/time Bidders should be available if face to face clarifications are required	22/06/2017 AM or 26/06/2017 PM
3.11	Anticipated rejection of unsuccessful Bids date	27/06/2017
3.12	Anticipated Award date	27/06/2017

3.13	Anticipated Contract Start date	30/06/2017
3.14	Anticipated Contract End date	29/06/2018
3.15	Bid Validity Period	60 Days

## **Section 4 – Specification**

### **Brief for creative video and editorial content and communications support – Package 2**

Innovate UK's communication mission is to ensure that it is recognised and respected as the organisation uniquely positioned to accelerate UK economic growth by driving innovation.

This includes explaining its role and activities clearly, accessibly and in an engaging and inspiring way.

Innovate UK is seeking a communications agency to provide support in the production of a range of content, primarily video and editorial but also including graphics and assets for editorial and social media.

#### **Content and its promotion at Innovate UK**

##### **Role of content**

We see strong content as our primary tool for increasing visibility of Innovate UK amongst its key audiences.

When we say visibility we mean:

1. Search engine visibility/rankings
2. Channel visibility/rankings
3. Brand awareness (we work with a research agency to measure this)
4. Page views, video views, followers, shares, impressions, users/visits

##### **Digital content strategy**

We recently commissioned an agency to work with us on creating our first digital content strategy (for brand content not 'business as usual' content) to help us define our audience personas, our content objectives and KPIs and our content themes.

##### **Success story video content**

Alongside our brand visibility content we produce a range of video content for our various audiences including:

- Video success stories and news stories
- Video highlighting our regional and international work
- Video explainers highlighting what funding and support we offer businesses
- Animations communicating strategy

##### **Our audiences**

**As part of our digital content strategy work we have identified 3 personas:**

1. Primary - aspiring entrepreneur
2. Secondary - operating entrepreneur
3. Secondary – influencer

The persona profiles are included in the Appendix.

**We promote our video content through numerous channels:**

## **GOV.UK**

[Our lead website.](#)

Monthly stats:

- 72k unique visitors
- 203k page views
- 76% returning/24% new

## **Blog**

[Our blog](#)

Monthly stats:

- 8k users
- 15k page views
- 73% returning/42% new

## **Email**

We have a significant customer database we use to promote competitions and events.

## **YouTube**

[Our YouTube channel](#)

Total stats:

- 590k views
- 971,000 minutes

## **Twitter**

Our [Twitter channel](#) is our most important social channel and our audience has doubled in the last 12 months to 83k followers.

*We also use LinkedIn and Facebook to a lesser extent.*

In addition we frequently use active promotion tactics through a specialist agency, including creating links to, or placements of, our material with other online partners.

## **Package 2 - Content projects in this tender**

In this contract we are looking for a supplier that can produce top quality video content with specific expertise in live action and dealing with the logistics of cross country and international shoots. We also require accompanying text stories that will be placed on our .gov site.

### a) International profiles

A major communications goal this year is to promote Innovate UK's international work. The key messages for this activity are listed in the appendices.

We are looking to shoot 8 videos that will profile our work in this area. The videos will be 2:00-2:30 and will feature either a project, event or company that are engaged in some kind of international activity.

Since most shoots will involve multiple (usually two) locations we expect these videos to consist of predominately live action with minimal use of motion graphics and animation. The focus should be on capturing excellent interview footage and b-roll.

Here are some examples of the level production we expect these videos to achieve:

#### [Clean and Cool mission](#)

This video uses a California-based operation to demonstrate Innovate UK's ability to help companies move into new markets overseas

#### [Northern Ireland Knowledge Transfer Partnership](#)

This video profiles Northern Ireland's successful KTP programme

#### [Space mission](#)

This video documents the 2016 space mission to the US.

We have an indicative budget of @£4k-5.5k for each of these success story videos excluding VAT and all expenses.

## b) Regional stories

As well as our international work, we are also keen to show our regional successes. These videos will profile innovative businesses based in the different regions across the UK.

During the year we expect the agency to produce 5 videos highlighting the success of the companies we have funded in the past. We have developed a variety of video formats to tell these stories and for this contract we would expect each 2-2.30 min video to be carefully prepared to ensure the story is told in the most compelling way possible. This will include interview footage with 1-2 key members of staff, b-roll footage of the product/manufacturing process and onscreen graphics to present key impact stats or demonstrate the function of a complex product.

Here are some examples of the level of production we expect these videos to achieve:

### [Run 3D](#)

This video uses a variety of locations and motion graphics to demonstrate the product and wide range of athletes it benefits.

### [Mastodon C](#)

Stop motion footage, motion graphics and simple animation are used, in the absence of a visual product, to help explain Mastodon C's product and its impact.

### [Signal Media](#)

This was shot with a pre-determined style and includes three 10-second animations to enhance the story

We have an indicative budget of @£2.5k-£4k for each of these success story videos including VAT and all expenses.

## c) Accompanying editorial

We also produce text success stories. These are 600 words long and are published on [Innovate UK's website](#). They either stand alone or accompany a video story. There will be 28 in total. In the case of a text-only story we expect the agency to arrange and conduct a short-phone interview to capture quotes to use in the article. They will secure internal and external signoffs.

The agency should source an appropriate image to accompany the story. Where one isn't available Innovate UK will arrange a photoshoot with the company.

Budget is £200-£300 per story excluding VAT and expenses

## d) Supporting administration

Each of these projects will be managed using our project management system – Flowzone and our current asset library Third Light. This will involve uploading:

- quotes
- drafts
- Updating the job with work in progress and status updates
- managing schedule updates
- uploading correctly named final assets to both systems
- uploading final costs for approval before invoice
- submitting final invoices for approval

We anticipate an average of 2.5 hours of work per video project and 1 hour for each text story. This should be included in your pricing. Budget is 1-2k excluding VAT and all expenses.

### **Working approach**

We expect the agency to work collaboratively with the in-house Innovate UK content and digital teams – as needed – and also with the agency that will be promoting the content for us.

We expect to have a pre-production meeting before each job starts – to discuss the brief, creative ideas and agree the approach.

We then expect the agency to be responsible for:

- All pre & post production including liaising with the company
- Creative concept and development
- Narrative framework and development
- Scriptwriting
- Storyboarding
- Creative direction
- All location support
- Camerawork
- Sound editing
- Music licence cleared for our channels
- Upload of final assets to our Flowzone and ThirdLight systems
- Managing sign off with all external stakeholders

The agency will work collaboratively with the Innovate UK content team to develop scripts and storyboards.

Innovate UK will sign off on the script/storyboard/voiceover artist/actors required/look and feel of animated elements/chosen locations before shooting starts.

Feedback on style frames and video edits will be limited to 2 rounds with final sign-off from Innovate UK before invoicing.

Standard assets to be delivered for each video job:

- High-res MP4 optimised for mobile viewing
- Lo-res MP4 for use in presentations
- Subtitled versions of the film for offline use
- Transcript for the video in .rtf format
- 1x designed video thumbnail
- 1x animated gif
- 2 x branded social media images for Twitter, gov.uk and Facebook

Note that these may vary depending on the specific needs for each job and part of the project involves uploading of tagged assets to Innovate UK's asset library.

### **Service levels and KPIs**

We will agree key performance indicators and service levels with the selected agency.

These will cover our expectations on:

- editorial quality
- project management leading to delivery on time and to budget
- responsiveness
- pace of work and flexibility
- effectiveness of approach to working with Innovate UK
- completing all associated administration tasks

Innovate UK has standard processes for project management and workflow and the agency will need to work to these. On appointment you should plan to attend an 'onboarding session' where the production team and Innovate content team discuss these processes.

## Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS, the Customer and any specific external stakeholders the Contracting Authority deems required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ( $5+5+6 = 16 \div 3 = 5.33$ ))

### Pass / fail criteria

Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Contract Terms
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	NDA
-	-	Invitation to Quote – received on time within e-sourcing tool

### Scoring criteria

#### Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	AW6.4	Understanding of the brief	20%
Quality	AW6.5	Project Team	22.5%
Quality	AW6.7	Collaborative Working	10%
Quality	AW6.8	Project Management	12.5%
Interview	AW7.0	Interview	15%

## Evaluation of criteria

### Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation: Score/Total Points available multiplied by 20 ( $60/100 \times 20 = 12$ )

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ( $60/100 \times 10 = 6$ )

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

### Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will  $(60+60+40+40) \div 4 = 50$

**Price elements** will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.  
All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 ( $80/100 \times 50 = 40$ )

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

## **Section 6 – Evaluation questionnaire**

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire**.

Guidance on completion of the questionnaire is available at <http://www.ukpbs.co.uk/services/procure/Pages/supplier.aspx>

**PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY**

## Section 7 – General Information

### What makes a good bid – some simple do's 😊

#### DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that typically we will release the answer to the question to all bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who your customer is and what they want – a generic answer does not necessarily meet every customer's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

## What makes a good bid – some simple do not's 🙄

### DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or Customer staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

## Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the Contract terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.
- 7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks

the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

- 7.41 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

## USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Contracts Finder](#)
- [Tenders Electronic Daily](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)

## Annex A – Interview Scenario

Over the last two years we have worked to move away from videos dominated by talking heads. The problem is that, with travel and multiple shoot dates eating into the budget, complex animations might not be able to save the day. How will you make best use of your shooting and editing time to tell compelling stories?

Please detail and justify:

- Your chosen visual style
- Your ideas for music
- Your storyboard
- The risks that project like this will have to encounter/overcome
- How you will ensure the production is a success?

The video will be 2:00 long and target these objectives:

- To profile our Innovate UK's international work
- To show that Innovate UK is at the forefront of innovation and always looking to the future to see what exciting developments might affect people's lives.
- To provide more engaging content on our YouTube channel and social media

The audiences for this material would be, in order of priority:

### **Operating entrepreneur (existing)**

- Startups, SMEs, enterprise size businesses - largely unaware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- We want to gain / retain their attention and showcase their success to inspire new innovators

### **Influencer (existing)**

- Not just on single persona – a very diverse group of people
- Government / Stakeholders, because they fund & support us
- Media, because they write & comment on our actual / perceived success
- Bloggers, because they share our stories
- Investors, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good

### **Video subject**

*[Buffalo Grid](#) attended an Innovate UK and Department of International Trade Clean and Cool mission. These missions help businesses develop opportunities outside the UK. Buffalo Grid are based in the UK but their market is in India. How will you tell their story, link it to the support they received from Innovate UK and inspire other companies to contact us for help?*