

## Clarifications and Responses- Media Buying Tender (2025)

Question No.	Response
1	Can we get any more detail on the culture segments i.e. age/seg/lifestage. <b>More information will be available to the successful bidder(s). More information is available on Morris Hargreaves McIntyre segments here</b>
2	Are media strategy/plans required for all sites for the tender? <b>Yes</b>
3	Does the tender response word count include images? <b>No, but please ensure images are mainly for illustrative purposes where possible.</b>
4	Please can we have a short call with the primary marketing/ongoing stakeholder for this tender? <b>Unfortunately, not but please see request or see attached to email for these clarifications the Market Engagement Session from 27<sup>th</sup> January.</b>
5	What are your requirements/preferences regarding client service e.g. meeting frequency etc.? <b>This will be discussed at interview stage but as a indicator - regularly at the beginning of the contract to get everyone up to speed and then once/two times a month and a quarterly review.</b>
6	Please can you provide some detail on stakeholders/team and roles/remit with which we would be working were we to be successful? <b>This is outlined in the Market Engagement Session Presentation.</b>
7	Are the interviews planned for wc 17th or 24th? (both dates are referenced in the document) <b>The interview dates will be 25 and 26 Feb, the NMRN reserves the right to change these dates.</b>
8	Do you have a preference for whether you appoint separate agencies for each lot or one agency/joint bid? <b>No preference</b>
9	Can you share any information on current campaigns / media mix and how you are calculating ROI/ROAS for these channels alongside your digital channels? <b>This information will be given to the successful bidder(s)</b>
10	If 9 are invited for interviews as a minimum, how many tenders are you expecting? <b>The 9 is based on three interviews per lot. We do not know how many Tenders we are expecting.</b>
11	Does the digital buying include things like programmatic OOH or publisher partnerships (where there may be an on and offline element)? <b>Digital buying can include the elements you mentioned</b>
12	Do you anticipate any changes to ticket types or pricing? <b>More information will be available to successful bidder(s).</b>
13	Is the priority online sales or walk in or no preference? <b>There are targets for walk up and web sales that will be shared with successful bidder(s)</b>
14	Will the successful agency for lot 1 be responsible for establishing campaign strategy, budget allocation and channel planning across all channels including digital? Is the digital agency just responsible for the buying or do they have an input into budget and strategy also? <b>Our digital agency will feed into strategy and budget</b>
15	Can you share a breakdown of monthly ticket sales to highlight seasonality? <b>This information will be shared with successful bidder (s)</b>
16	How do you currently measure ROI/ROAS for the various channels both on and offline? <b>We gather data from our offline suppliers where we can. We measure online via G4</b>
17	What is your main objective – do you have any figures around awareness or ticket sales (revenue or volume) we should use as a target? <b>We are currently working to a yield strategy we are unable to share our targets at this stage</b>
18	What do you feel is your biggest barrier to success? <b>Information will be shared with successful bidder (s)</b>
19	The brief for Lot 1 states that media buying channels are not restricted to the channels listed, but then says that you have a digital agency that supports digital media buying for PPC, display and social – are the media buying and planning/ activation of these channels up for grabs as part of this tender. <b>The PPC, display and social digital media buying isn't part of this Tender. The proportion of annual spend will be determined on proposals from media buying agency/ digital agency and NMRN/MRT marketing teams.</b>
20	Following from previous question, if not what portion of the stated annual budget would you anticipate would be used for digital channels? <b>Annual budgets as follows (inc. commission/ fees): PHD - £300k Fleet Air Arm museum - £70k NMRN Hartlepool - £60k HMS Caroline - £15k</b>

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21	Should the 'budget breakdown' exercise be for all sites and all year-round activity? Please clarify timings <b>Yes based on one year April - March</b>
22	Are you able to provide specific media formats that you would like media rates quoting, to enable you to equally evaluate agency media rates? <b>The NMRN have not written this into the Tender as we would like to see how the budget would be spent</b>
23	Is there a preferred format (i.e. spreadsheet vs table) to see a commercial proposal visualised? <b>No, but there must be clearly defined total costs for your bid for the Lot(s) you're bidding on.</b>
24	Does this question call for a theoretical 'ways of working and our approach to the brief' response, or would you like to receive a 'strategic campaign proposal' for each site based on the information given in the ITT? <b>Please can you base your response as a theoretical way of working and approach to the brief.</b>
25	Are you able to provide a copy of the current marketing funnel referred to in the ITT? <b>We will only be able to share this with the winning bidder as commercially sensitive</b>
26	Does your current Data Policy cover usage of first party data for custom retargeting and lookalike modelling in advertising campaigns? <b>Yes</b>
27	Are we able to use images, tables and diagrams when responding to all Criteria questions? <b>See Response to Question 3</b>
28	Would you be able to commit to pro forma invoicing? <b>The NMRN raises a PO which services are invoices which are paid at 30 days from completion and invoice. As per other contracting authorities under the PCR2015 requires which a pro-forma invoice should suffice, but we'll discuss with the winning bidder(s)</b>
29	Is the management fee included in the current budget? <b>Yes</b>
30	Is there a creative concept already created for the media, or will the successful agency be creating a separate concept? <b>Yes, there will be a concept shared with the winning bidder(s)</b>
31	Can we supply all the documents as below as distinct separate PDFs from each other such as Annex D/E/F? So, cut and paste the relevant document/pages from the main tender document that has been supplied? <b>You're welcome to separate the criterion response and Annex's but they MUST have a heading or labelled either on the document or by file name. This should include which response and lot you're bidding on and writing for. Any errors in this may result in a zero score.</b>
32	You mention the Guidance and FAQs for Suppliers...but I couldn't find that in the documentation? <b>Apologies this is an error, as it is a guide to the Selection Questionnaire in Annex D for larger tender projects.</b>
33	Does this budget INCLUDE production (of OOH posters, audio ads, etc?) or can we take it that this is MEDIA only? And obviously includes all fees etc. <b>It includes the production</b>
34	Is this EXCLUSIVE of VAT? <b>Yes, prices should be shown as ex-VAT in your submissions.</b>
35	How can we provide an example budget breakdown if we don't actually know / have an idea what budget we can work to? <b>At this stage work to the whole budget.</b>
36	And depending on the answer to that question, do you want to see a proposal over one year? <b>At this stage it would be good to concentrate on one year.</b>
37	Can we propose Influencer marketing as part of our response to Lot 1? <b>You can – this is usually covered by our PR team, but we are very open to ideas</b>
38	To be clarify – Navigate's remit covers: <ul style="list-style-type: none"> <li>- Paid social activity</li> <li>- Paid search (Google PPC) activity</li> <li>- Display – but Google display network</li> </ul> <b>Yes, that's correct.</b>
39	If the above is correct, we're able to propose as part of our response: <ul style="list-style-type: none"> <li>- Programmatic digital display</li> <li>- Video (pre-roll, YouTube, VOD etc)</li> </ul> Is that correct? <b>Yes please</b>
40	When you give the word limits for the various answers, can we supply images / graphs etc which do not take up any word count? – <b>Yes, that's fine, just ensure that these are visible within your submission prior to sending. If these are separate documents, they must be referenced and included within your submission pack.</b>
41	Can you clarify the contract value (how is it calculated? what does it include?) – <b>The total of the contract is within the envelope outlined in the Tender.</b>
42	Detailed split of each lot's budget compared to the contract value. <b>This is outlined in a table on page 30 of the ITT.</b>
43	Is there a template to be used for the pricing proposal? –

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	There isn't a template, please ensure your pricing proposal has a breakdown of costs and a clear total for the Lot(s) you're bidding for.
44	Are you able to provide distribution of ticket sales per channel (official website, on site online travel agency & resellers, group sales...)? No sorry this is market sensitive and will be provided to the winning tender
45	What's the distribution of sales between locals, national tourists and international tourists? Similar response to the above.
46	How are you currently handling the Media Buying and Planning? What is the current allocation between digital, media buying and other channels such as PR? – This is market sensitive and will be provided to the winning tender. PR sits outside of the budget allocated for this Tender.
47	What is your total marketing budget per year? – No sorry this is market sensitive and will be provided to the winning tender.
48	Could you possibly share the budget distribution of your digital channels? – This is market sensitive and will be provided to the winning tender.
49	Can you confirm the scope and budget that whoever wins the RFP process will manage specifically for digital marketing, please? How does it compare to what'll be allocated to Navigate or any other digital marketing agency? Digital for this Tender will include programmatic, VOD for example buy not Google display, Meta and Bing
50	Is the development and iteration of creative assets part of the scope of this tender? – No, we have an appointed creative agency that will provide creative.
51	Is there any flexibility on total budget or budget split? Will this budget be reviewed at a point? i.e., annually – Yes there can be flexibility and there will be an annual review
52	Since the marketing efforts required will change over time due to the result of campaigns implemented every year, is it possible to provide a base budget for the first year, and revise it on an annual basis? – Yes
53	Who are the agencies we'd be working together with and what'll be their exact scope? Is this scope expected to change? The agencies you will be working with are Someone from London and Navigate at this stage. We won't provide their scope at this stage. The scope may change.
54	Regarding the pricing proposal, should it include the budget for implementing the marketing campaigns, or should it just include the strategic planning while the campaigns themselves will be funded separately? The logic behind this question is that if the campaigns are included in the tender's price, an offer with less campaigns would be pointed higher even if the overall effect might be negative from a market perspective. This budget is all inclusive – strategy and implementation.
55	Is the Affiliate budget flexible - Usually, the investment through affiliates is composed of a fixed part, that considers the cost of access to affiliates, and a variable part, that includes the pass-through commission that those affiliates receive for the sales that their campaigns generate. Since this variable cost is proportional to the sales, capping it would imply closing those campaigns and consequently limiting the potential sales. Can we consider this variable cost as out of the scope of the proposal (i.e. the budget proposed only includes the fixed part and the variable will be funded separately)? The budget is an indicator only, but this isn't for the fixed part only it is inclusive. If the target for affiliates looks like it will be exceeded and the budget spent, it will be reviewed.
	The "Post Submission Interviews and Clarification Questions" section says interviews will take place W/C 24th February, but timetable says W/C 17th February. Please can you confirm when these will take place. To confirm we anticipate this to be for shortlisted suppliers to be on 25th and 26th February onsite in Portsmouth 2025. These are subject to change and the NMRN reserves the right to change this timetable if required. So please await further instructions post-submission.

**Tender Submission Deadline is Midday (1200)**

**Tuesday 11<sup>th</sup> February 2025 by sending to [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk)**