**Campaign Marketing & Brand TEN389**

**Clarification Document 1**

**Upload Date: 14 June 2016**

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|  | **Clarification** |
| **1** | **Question**: With the branding and design, are you looking for new creative and ideas to be submitted as part of the response? The document mentions a new dynamic look, feel and messaging but is this required at this stage or at a later point if we get through to the next stage?  **Answer:** Tenderers should use their submission as an opportunity to demonstrate their suitability for the contract.  As set out in the evaluation criteria, Tenderers must decide how best to demonstrate their “robust experience in campaign marketing, branding and design” and “the ability to meet all of the requirements of Section 4 ‘Tender Requirements”. |