



Government
Communication
Service

Invitation to Tender

Attachment 2d – Lot 1 QB5

Department for International Trade – GREAT Ready to Trade Campaign Brief

RM6123 Media Services



Department for International Trade – GREAT Ready to Trade Campaign brief

Background

Ready to Trade (RTT) is the UK Government's flagship international marketing campaign for attracting inward investment and promoting trade. An international 'always-on' investment lead generation campaign focused on priority foreign direct investment (FDI) and Capital Investment across HMTC regions/markets and HMG priority sectors.

The campaign aligns to HMG's Build Back Stronger and Global Britain priority themes, covering the Government's trade agenda internationally to grasp post Brexit opportunities. It supports the UK's Economic recovery by demonstrating to international buyers and investors that the UK is ready and able to trade with them, showcasing the UK's strengths and encouraging buyers to buy goods and services from UK suppliers and investors to realise the UK potential for international growth and expansion. Ready to Trade supports key priority sectors such as Food and Drink, Financial Professional Services, Creative, Education, Technology/Digital, Consumer Goods and Clean Growth.

The campaign focuses on key priority sectors identified by SoS, the PM and our regional networks. The awareness raising campaign uses impactful advertising and messaging to (a) increase or maintain propensity to buy goods and services from the UK (b) increase or maintain buyers' recognition of the GREAT campaign (c) generate awareness of free trade agreements.

This campaign is time critical as it supports the Office for Investment's objectives to drive inward investment into all corners of the UK through a 'single front door' and boosting economic recovery across the country. This will be delivered under the GREAT brand and will take advantage of key international moments like Free Trade Agreements (FTAs) and/or global events where the UK can be showcased as a key destination for trade and investment. The campaign also directly aligns with GREAT's purpose of inspiring 'the world with the best of the UK', by showcasing the best investment offers and trade opportunities the UK has on offer to potential global buyers and investors.

FY 21/22 Campaign Objectives and Budget

- Generate 12,000 Investment enquiries and convert 6% of those to qualified FDI leads.
- Generate awareness of the Free Trade Agreements (FTAs).
- Raise investors' propensity to expand or invest in the UK.
- Increase or maintain propensity to buy goods and services from the UK.

Budget: c£6,000,000 (this is the proposed media spend for FY 21/22, subject to change). This budget is inclusive of agency fees and VAT.

Audience

Investment Audience:



- Entrepreneurs and innovators looking for a place to start-up and scale-up high-growth businesses (such as the Tech/Fintech sectors).
- Banks, venture capitalists, professional service firms and other specialist providers of services to the global FDI market. This audience plays an important role in influencing the primary target audience in their FDI decision-making (e.g., advising on where to set up a global or European HQ).
- HNWIs and ultra-HNWIs globally for Capital Investment projects and working with GIP where appropriate.

Trade Audience:

- C-suite or senior decision makers involved in international sourcing.
- Influencers (e.g. senior managers) and decision-making units (DMU).
- Foreign government departments that buy services and goods from businesses in other markets. Includes G2B decision-makers as a very niche group within overseas governments, especially for sectors where government are central to procurement of goods and services.
- Additional example job titles include: CMOs, CTOs or similar including global heads / senior vice presidents / vice presidents / directors.

The campaign will also look to nurture leads and current investors to help with conversion, these include:

- New investors that have been added to the pipeline
- “Non-responsive” leads from the campaign or “Dormant” leads on Data Hub
- Existing investors – investors that are already in the UK, but may need reassurance about staying in the UK or about expanding their investment

Audience targeting and messaging will be refined based on fresh market/sector/investor insight and campaign performance to date. Insight and Evaluation team will annually update market/sector targeting insight based on international investment data, and also update the “International Traders and Investors Study” framework to be more methodologically robust.



Challenges:

1. The campaign will focus equally across lead generation objectives on investment and on awareness metrics across trade promotion. The investment targets are more performance related, meaning they are more measurable compared to the trade related goals. As a result, we see our media skewed towards investment over trade. Will be good to see a revised campaign approach to trade promotion across channels that deliver quantifiable ROI.
2. Audiences who are likely to invest in the UK are also likely to trade, which means it can be hard to distinguish between the two.
3. The campaign is live across all 9 of Her Majesty's Trade Commissions regions and we plan activity globally however paid media delivery often skews towards the larger countries such as the US and India meaning we see an imbalance in results and can struggle to gain meaningful insights into each region.
4. We see a high number of investment enquiries across the larger countries such as India, however the quality of these enquiries can be poor and do not convert to qualified FDI leads at the rate required.
5. Our website is limited and we often see a high bounce rate with low dwell time across it.

Campaign Strategy

Our vision: the campaign shifts the UK's position from being an expected member of investment destination shortlists to the natural choice for business expansion and demonstrate to international buyers that the UK is ready and able to trade with them, showcasing the UK's strengths and encouraging buyers to buy goods and services from UK suppliers.

Our challenge: overcome a complex of reason for caution and use our competitive advantages to instil a renewed sense of optimism among potential buyers and investors, while ensuring our proposition is always as relevant as possible.

Our creative proposition: where your ambitions become reality

Our desired outcome: inspiring our audience's confidence

Our media strategy: Amplify the position and activate their ambition

1. Disrupt
2. Engage
3. Convert

Our audience journey framework: the 5 E's – Encounter, Explore, Evaluate, Engage and Enthuse.

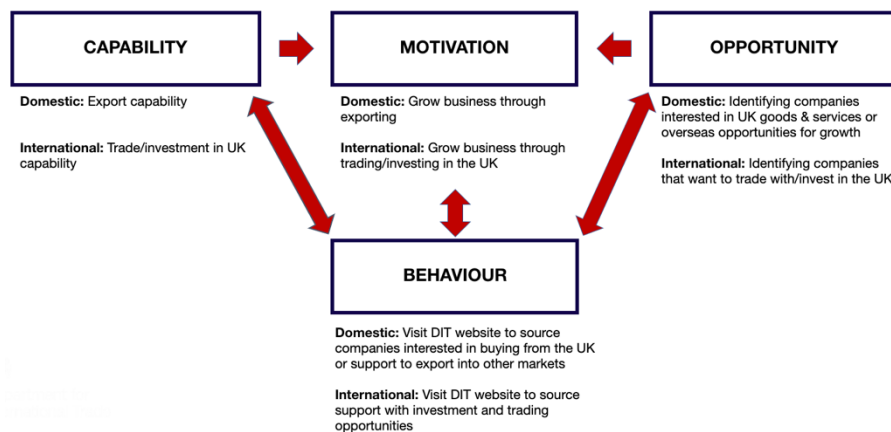


The campaign is focused on the distribution of high-quality relevant content primarily across digital and social channels, allowing us to infiltrate our primary target audience, track them effectively and drive users to great.gov.uk/international to showcase the UK offer and drive conversion.

We create engaging content experiences that tell stories and inspire potential investors and buyers to take action. Key opportunities over the few years:

1. **Being thematically distinctive beats rational claims of differentiation.** Our RTT campaign is highly recognisable around the world. The task is to take this to another level and be more distinctive than our competitors, by using learnings and insights to form more strategic media choices.
2. **Conveying benefits rather than features reflects an understanding of audience decision-making.** Most countries appear to promote their features rather than their benefits, our campaign will look to demonstrate operational and competitive advantages to be derived from buying or investing in the UK. This includes promotion of the FTAs and investment guides that detail the wider benefit of investing in the UK, looking at the personal elements included, not just business.

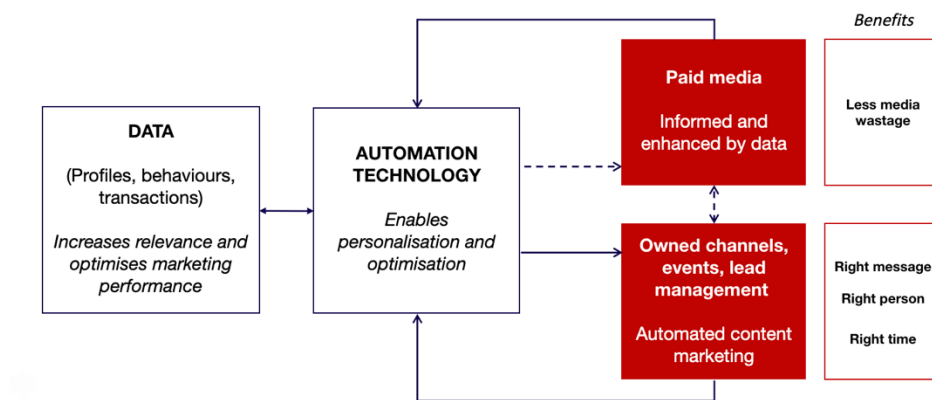
Applying the COM-B Model



3. **Having a point of view as a country can create stand out and engagement.** Our campaign is shifting towards more in depth and long format content which will elevate the UK, add value to our audience and give them a reason to engage and talk to us. This has primarily been through paid content partnerships, aligning to region and sector priorities.
4. **Share our data and make it interesting to consume.** Business audience and those who influence the very top tier of investors or buyers are hungry for data. Manipulating it to add value to decision making or to nudge behavioural change is a big opportunity and something we should consider. This campaign has the opportunity to use insights and data gained from the paid campaign not just for campaign optimisations but wider user experiences.

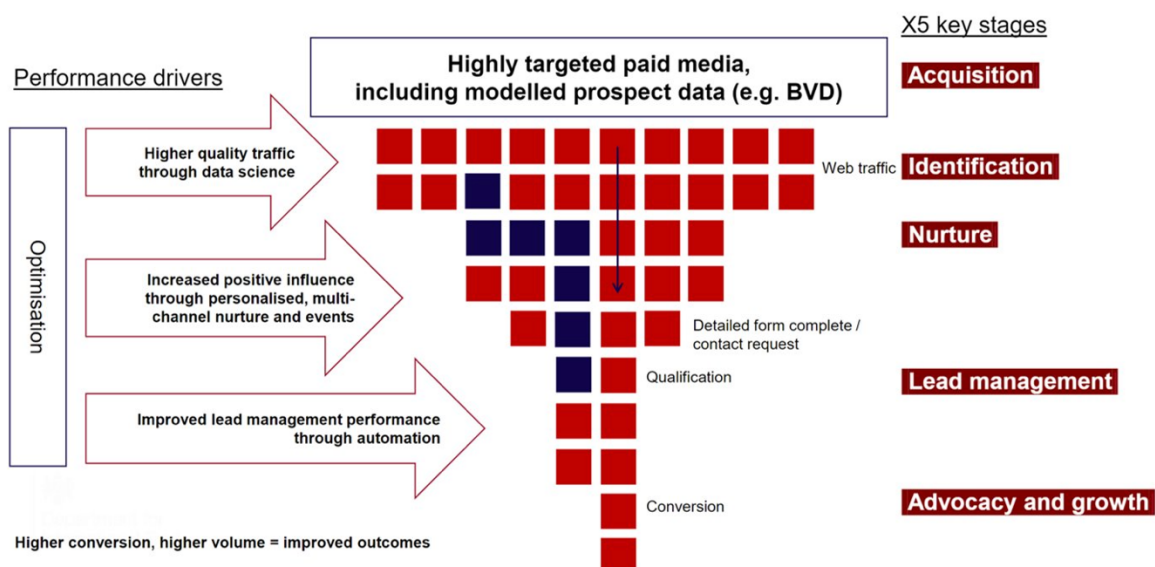


A data-driven campaign ecosystem



5. **Make every intervention a simple input with meaningful output.** There is a tendency to supply information rather than guide potential customers through an intuitive and responsive journey relevant to their business, sector, and needs. An opportunity we have is our marketing automation programme, this sits separate to our paid activity, but enquiries generated will feed into this. Having sight of our audience and their interactions with us will allow us to better process their needs and align our marketing efforts (paid, organic and earned) into more of a cohesive journey.

Proposed sales funnel – all audiences





6. **Most countries prioritise rational over emotional positioning.** Competitor sites package its features as benefits, in a rational way, while underlying reputational qualities such as quality, efficiency, and reliability. The importance of British soft power is well understood, and it creates emotional resonance globally, but this is not always highlighted on our website. We often see high bounce rates and low dwell times. Our paid campaign needs to work with this and improve the quality of user that we drive to the site.

Campaign evaluation

- **Impact** metrics will be based on measuring the additionality and attribution of any new investment and trade projects to the campaign specifically. More broadly, the below metrics around the campaign's outcomes, outtakes and outputs will also help track the UK's position as the leading destination for inward investment into Europe, (according to the UNCTAD stat database) as well as the UK's position for trade.
- **Outcome** metrics will be based around the proportion of the target audience likely to do business with the UK in the next three years, number and predicted value of landed investment projects. Investment and Trade outcomes will be measured by DIT's existing International Traders and Investors Survey, tracking the number and value of new investment projects, using the Investment Services Team's management information and overseas posts' qualitative feedback.
- **Outtake** metrics will be based around campaign recognition (both prompted and unprompted), proportion who feel the campaign has made them more positive about doing business with the UK, number of enquiries, number of qualified leads and lead qualification rate. This will be measured by the 2021 and 2022 iterations of DIT's existing International Traders and Investors Survey, as well as using Google Analytics and tracking campaign qualified leads.
- **Output** metrics will be based on impressions, cost per impression, clicks, click through rate and cost per click (all split by channel). This will be measured by/calculated with media data from our media agency.



Government Communication Service

Annex: Theory of change

