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| **AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION  AND MARKING SCHEME**  **CAMPAIGN SOLUTIONS**  **REFERENCE NUMBER**  **RM3774**  **ATTACHMENT 3** |

**AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION AND MARKING SCHEME**

1. **INTRODUCTION**
   1. This document provides an overview of the methodology which will be adopted by the Contracting Authority to evaluate your response to each question set out within the Award Questionnaire. It also sets out the Marking Scheme which will apply. For the avoidance of doubt, references to “you” in this document shall be references to the Potential Agency.

1.2 The defined terms used in the Invitation To Tender document - Attachment 1 shall apply to this document.

1. **OVERVIEW**
   1. The Award Questionnaire is broken down into the following sections:

SECTION A – MANDATORY QUESTIONS

**You only have to complete questions AQA1 - AQA4 within this Award Questionnaire once in order to be assessed for one or more Specialist Services under this Framework Agreement.**

SECTION B – SPECIALIST SERVICES QUESTIONS

* 1. A summary of all the questions contained within the Award Questionnaire, along with the Marking Scheme and Maximum Score Available for each question is set out below:

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|  | | | **Marking Scheme** |
| **SECTION A – GENERIC MANDATORY QUESTIONS** | | | |
| **AQA1 – AQA4** | **Mandatory Requirements** | | **PASS / FAIL** |
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|  | | **Marking Scheme** | **Maximum Score Available** |
| **SECTION B – SPECIALIST SERVICES QUESTIONS** | | | |
| **AQB1** | **Specialist Service - Strategy Development** | 0/25/50/75/100 | **80** |
| **AQB2** | **Specialist Service – Creative for Campaigns** | 0/25/50/75/100 | **80** |
| **AQB3** | **Specialist Service - Digital Marketing and Social Media** | 0/25/50/75/100 | **80** |
| **AQB4** | **Specialist Service - Public Relations** | 0/25/50/75/100 | **80** |
| **AQB5** | **Specialist Service - Direct Marketing** | 0/25/50/75/100 | **80** |
| **AQB6** | **Specialist Service - Partnership Marketing** | 0/25/50/75/100 | **80** |

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| **SECTION A – MANDATORY QUESTIONS** | |
| **AQA1 – Board Level Account Lead** | |
| If you are successful in being awarded a place on the Campaign Solutions Framework, please confirm that you will provide Government Clients with a named account lead at your Board level who will take overall responsibility for Government business, as outlined in the Framework Agreement?  **YES -** You will, provide Government Clients with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Agreement  **NO -** You will not, or cannot, provide Government Clients with a named account lead at Board level who will take overall responsibility for Government business, as outlined in the Framework Agreement | |
| **AQA1 – Response Guidance**  **All Potential Agencies must answer this PASS/FAIL question.**  If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process.  As outlined in the Framework Agreement, Potential Agencies are required to provide a Board level account lead who will be responsible for the overall delivery of work contracted through the Framework Agreement and Call-Off Contracts. They will drive client strategy, be responsible for overall agency team effectiveness and be accountable for all Potential Agency deliverables.  Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question. | |
| **Marking Scheme** | **Evaluation Guidance** |
| **PASS** | The Potential Agency has selected **YES** and confirms they will provide Government Clients with a named account lead at Board level at their Agency who will take overall responsibility for Government business when the Framework Agreement goes live. |
| **FAIL** | The Potential Agency has selected **NO** and confirms they will not, or cannot provide Government Clients with a named account lead at Board level at their Agency who will take overall responsibility for Government business when the Framework Agreement goes live.  OR  The Potential Agency has not selected **YES** or **NO**. |

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| **AQA2 - Management Information** | |
| If you are successful in being awarded a place on the Campaign Solutions Framework, please confirm you will have the systems in place that will deliver the Management Information (MI) requirements as set out in section 4 of the Framework Agreement when the Framework Agreement goes live?  **YES -** You will, have the systems in place that will deliver MI requirements as set out in section 4 of the Framework Agreement when the Framework Agreement goes live  **NO -** You will not, or cannot, have the systems in place that will deliver the MI requirements as set out in Section 4 of the Framework Agreement when the Framework Agreement goes live | |
| **AQA2 Response Guidance**  **All Agencies must answer this PASS/FAIL question.**  If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process.  As outlined in the Framework Agreement, Potential Agencies are required to have systems in place to be able to deliver the Management Information (MI) requirements when the Framework Agreement goes live  Confirmation must be made by selecting option **YES** or **NO** from the drop down list associated with this question. | |
| **Marking Scheme** | **Evaluation Guidance** |
| **PASS** | The Potential Agency has selected **YES** and confirms they will have systems in place to be able to deliver the Management Information (MI) requirements as set out in the Framework Agreement when the Framework Agreement goes live. |
| **FAIL** | The Potential Agency has selected **NO** and confirms they will not, or cannot, have systems in place to be able to deliver the Management Information (MI) requirements as set out in the Framework Agreement when the Framework Agreement goes live.  OR  The Potential Agency has not selected **YES** or **NO.** |

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| **AQA3 – Relationship Management** | |
| If you are successful in being awarded a place on the Campaign Solutions Framework, please confirm that you will have designated practices and protocols to manage relationships with Sub-Contractors and other Agencies on Government business, and make these practices and protocols available to the client on request, as outlined in section 2 paragraph 2.6.4 of the Framework Agreement? | |
| **AQA3 Response Guidance**  **All Potential Agencies must answer this PASS/FAIL question.**  If you are unable to agree to this requirement, i.e. you select No, you will be unable to continue in this process.  As outlined in the Framework Agreement, Agencies are required to have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the client on request.  Confirmation must should be made by selecting option **YES** or **NO** from the drop down list associated with this question. | |
| **Marking Scheme** | **Evaluation Guidance** |
| **PASS** | The Potential Agency has selected **YES** and confirms they will have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the client on request when the Framework Agreement goes live. |
| **FAIL** | The Potential Agency has selected **NO** and confirms they will not have specific practices and protocols to manage relationships with Sub-Contractors and other agencies on Government business, and make these practices and protocols available to the client on request when the Framework Agreement goes live.  OR  The Potential Agency has not selected **YES** or **NO**. |

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| **AQA4 - Delivery of Effective and Impactful Campaigns** | |
| Please describe how you will use a fully integrated solution to deliver effective and impactful campaigns and how you would successfully manage different communications specialists, channels and multiple partners/stakeholders. | |
| **AQA4 Response Guidance**  **All Agencies must answer this PASS/FAIL question.**  In order to obtain a PASS for this question, it must be clear to the evaluator that you have met ALL of the elements (A-C) set out below.  The response must demonstrate:     1. That the Agency has defined a planned sequence of communications and interactions that would deliver a clearly measurable outcome. 2. How the Agency would utilise a mix of communications channels to solve a problem and deliver a solution. 3. How the Agency will managesub-contractor relationships   Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the elements in this response guidance in the order they are listed above and highlight which component part (A to C) you are responding to.  **Maximum word count - 500 Words**  **Maximum character count – 4096 characters including spaces and punctuation. This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**  **If a Potential Agency is awarded a ‘FAIL’ or the Potential Agency does not answer the question, then the Potential Agency will be disqualified from further participation in this Procurement.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **PASS** | The Potential Agencies response fully addresses ALL of the elements (A-C) as detailed in the response guidance above demonstrating that their full ability to meet the Requirement, against the published criteria. |
| **FAIL** | The Potential Agencies response does not fully addresses ALL of the elements (A-C) as detailed in the response guidance above, it does not demonstrate their ability to meet the Requirement, against the published criteria. |

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| **SECTION B SPECIALIST SERVICES QUESTIONS** |
| **Response Guidance and Marking Scheme for Specialist Services - Questions AQB1 – AQB6** |
| **Response Guidance**  You must respond to, and be successful in at least one Specialist Service (i.e. you must complete one or more of questions AQB1 – AQB6 below).  You may submit a response for any number or all of the Specialist Services.  You must submit a response for each Specialist Service for which you are tendering. Potential Agencies may be successful in gaining a place on the Framework in more than one Specialist Service.  The Specialist Services are numbered as follows:  Question AQB1 - Strategy Development  Question AQB2 - Creative for Campaigns  Question AQB3 - Digital Marketing and Social Media  Question AQB4 - Public Relations  Question AQB5 - Direct Marketing  Question AQB6 - Partnership Marketing  As stated in the Invitation To Tender (ITT), each Specialist Service response will be marked in accordance with the evaluation process in respect of that Specialist Service and the process described in the ITT.  Attachment(s)  You must:  - must adhere to the maximum number of 3 single-sided A4 pages per question  - - must use 'Arial' font, size 11  - you must ensure your organisation name on the footer of each of the 3 single-sided A4 pages  You must NOT include any of the following in your responses:  -links to websites or URLs  -embedded files or objects  Please upload your response to the relevant question (at question level) in the Emptoris system using a separate attachment for each question. You must use the following naming convention: [question number] [Potential Agency name]’  Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas.  **Guidance**  The following guidance applies to all 6 Specialist Services.  Responses should be focused on the Government Communication Service (GCS) OASIS framework as set out in the evaluation criteria for each question. You should refrain from making generalised statements and providing information not relevant to the OASIS framework.  <https://gcs.civilservice.gov.uk/wp-content/uploads/2015/09/OASIS-Campaigns-Guide-.pdf>  Potential Agencies do not have to lay out their response under the OASIS headings but must demonstrate their ability at each of the OASIS stages. Each response will be evaluated against the published criteria which are based on the OASIS model. Each criterion of this model will carry different evaluation weightings depending on the Specialist Service. The weightings are detailed under each Specialist Service question.  **Marking scheme**  Evaluation criteria for each Specialist Service question are based on the OASIS model.  The maximum number of marks available for each criterion in each Specialist Service question is 100 marks.  For each criterion, marks will be awarded using the marking scheme below:   * A very good answer - 100 marks * A good answer - 75 marks * A satisfactory answer – 50 marks * A below standard answer – 25 marks * A poor answer – 0 marks   Marks awarded will then be weighted in line with the weightings published in each Specialist Service question. Potential Agencies should note that the weightings for each OASIS criterion are weighted differently for each Specialist Service question.  For illustrative purposes, we have given below a worked example for Strategy Development:   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | **Objectives** | **Audience insight** | **Strategy** | **Implementation** | **Scoring** | **Score** | | **Quality response** | Very good | Good | Satisfactory | Below standard | Poor |  | | **Marks Awarded** | 100 | 75 | 50 | 25 | 0 |  | | **Weighting** | 10% | 20% | 30% | 10% | 10% |  | | **Score**  (Marks Awarded x weighting) | 1000 | 1500 | 1500 | 250 | 0 | 4250 |     The maximum Quality Score available for each Specialist Service question is 80.  To convert a Potential Agency’s score into their Quality Score the following methodology will be applied.  Potential Agency score x 80  Highest Potential Agency score  **For example;**  Potential Agency A scores 4250  Potential Agency B scores 6000  Therefore the calculation for Potential Agency A is as follows:  4250 x 80  6000 = 56.67 (Potential Agency A Quality Score is 56.67)  Therefore the calculation for Potential Agency B is as follows:  6000 x 80  6000 = 80 (Potential Agency B Quality Score is 80)  **EVALUATION CRITERIA**  The evaluation criteria below provide Potential Agencies with what we require under each of the OASIS heading.    **Objectives**  Does the Potential Agency show they understand SMART objectives?   * Is there evidence that they will have the ability to develop clear objectives around complex projects?   **Audience Insight**   * How does the agency show how they will use insight in developing campaigns/delivering communications? * What tools or methods will the agency use to gather insight? * Does the agency show how they will use information about the beliefs and behaviour of different audiences to inform how they will get to the best outcome? * How do they show that they will use insight to influence the strategy and implementation of work?   **Strategy**  Has the agency shown how they will   * Put together a plan of action to achieve a defined goal that includes coordinated messages and products? * Use strategy to build on the audience insight? * Relate the strategy back to specific objectives? * Use innovative approaches to solving complex problems? * Are any strategies referenced in case studies clear and well defined? * Does the agency demonstrate an understanding of the whole communications mix, and how their specialist Service fits within it? * Does the agency demonstrate understanding of behaviour change principles? * Does the agency demonstrate it can develop strategies that would be cost effective?   **Implementation**   * Is the execution of any creative of a high professional standard? * Has the agency shown how they will work digital by default? * Are references made to the GCS professional standards? * Does the creative look and feel match what we know about the audience? * Is there anything new or innovative demonstrated? * Has the agency shown how they will deliver campaigns flexibly and respond to any unforeseen factors? * Has the agency shown how they will demonstrate creativity across a number of different media? * Is there evidence that the agency will be able to deliver this Specialist Service as part of an integrated campaign? * Does the agency show it will work successfully in partnership with other agencies, stakeholders or partners?   **Scoring**   * Does the agency show how they will use KPIs to track progress? * Have they shown how they will use a robust approach to evaluation and improvement? * Were the objectives met (in any case studies)? * Does evaluation fit with the GCS evaluation model? * Has the agency shown how they will offer any tools or new approaches that will help the GCS improve evaluation standards? |

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| **Table 1** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | **A VERY GOOD ANSWER**  The response is relevant to the question and fully satisfies the requirements in the question.  The response is comprehensive, unambiguous, demonstrates a thorough understanding of the Service requirements and provides details of how the Service requirement will be met in full.  Full and relevant evidence has been provided to demonstrate delivery of the services to meet the Service requirement.  In the view of the evaluators, the approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the services. |
| **75** | **A GOOD ANSWER**  The response is relevant to the question and satisfies most of the requirements in the question  The response is sufficiently detailed to demonstrate an understanding of the Service requirements and provides details on how the Service requirements will be met.  Sufficient evidence has been provided to demonstrate delivery of the services to meet the Service requirement.  In the view of the evaluators, the approach will meet the requirements for the delivery of the services. |
| **50** | **A SATISFACTORY ANSWER**  The response is relevant to the question and satisfies some of the requirements in the question.  Whilst the response addresses all elements of the question, it is not sufficiently detailed and/or does not include sufficient explanation in some elements of the response to demonstrate a full understanding of the Service requirements. However, the lack of detail and/or lack of explanation and/or ambiguity in the response is not considered to be material to the Potential Agency’s ability to meet the Service requirement and constitutes minor concerns.  In the view of the evaluators, the approach has the potential to meet the material requirement for the delivery of the services. |
| **25** | **A BELOW STANDARD ANSWER**  The response is not fully relevant to the question or only partially satisfies the requirements in the question. The response either:  1. addresses all elements of the question, but there is a significant lack of detail and/or it does not include sufficient explanation in many elements of the response to demonstrate a full understanding of the Service requirements    This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the Potential Agency’s ability to meet the Service requirement and constitutes major concerns.  In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services.  or  2. Addresses some elements of the requirements of the question but not all. As not all elements are addressed, the response does not demonstrate a full understanding of the Service requirements.  The elements that have not been addressed are considered to be material to the Potential Agency’s ability to meet the Service requirement and constitutes major concerns.  In the view of the evaluators, the approach is unlikely to meet the requirement for the delivery of the services. |
| **0** | **A POOR ANSWER**  The response is not relevant to the question and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements.  In the view of the evaluators, the approach cannot meet the requirement for the delivery of the services.  or  No response provided. |

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| **Section B – Specialist Service** |
| **AQB1 – Specialist Service Strategy Development** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Strategy Development as set out in paragraph 2.7.1, Framework Agreement Section 2 (Services Offered). |
| **AQB1 Response Guidance**  **You should only answer this question if you have indicated that you are responding to deliver Strategy Development.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **20%** of the total 100%  **Strategy**: this is worth **30%** of the total 100%  **Implementation**: this is worth **10%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |

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| **AQB2 –  Specialist Service Creative for Campaigns** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Creative for Campaigns as set out in paragraph 2.7.2, Framework Agreement Section 2 (Services Offered). |
| **AQB2 Response Guidance**  **You should only answer this question if you have indicated that you are responding to deliver Creative for Campaigns.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **10%** of the total 100%  **Strategy**: this is worth **20%** of the total 100%  **Implementation**: this is worth **30%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |

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| **AQB3 - Specialist Service Digital Marketing and Social Media** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Digital Marketing and Social Media as set out in paragraph 2.7.3, Framework Agreement Section 2 (Services Offered). |
| **AQB3 Response Guidance**  **You should only answer this question if you have indicated that you are responding to deliver Digital Marketing and Social Media.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **10%** of the total 100%  **Strategy**: this is worth **20%** of the total 100%  **Implementation**: this is worth **30%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |

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| **AQB4 - Specialist Service Public Relations** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Public Relations as set out in paragraph 2.7.4, Framework Agreement Section 2 (Services Offered). |
| **AQB4 Response Guidance**  **You should only answer this question if you have indicated that you are responding to deliver Public relations.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **10%** of the total 100%  **Strategy**: this is worth **20%** of the total 100%  **Implementation**: this is worth **30%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |

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| **AQB5 - Specialist Service Direct Marketing** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Direct Marketing as set out in paragraph 2.7.5, Framework Agreement Section 2 (Services Offered). |
| **AQB5 Response Guidance**  **You should only answer this question if you have indicated that you are responding to deliver Direct marketing.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **20%** of the total 100%  **Strategy**: this is worth **20%** of the total 100%  **Implementation**: this is worth **20%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |

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| **AQB6 - Specialist Service Partnership Marketing** |
| With reference to the Government's OASIS framework, describe how you will demonstrate your ability to deliver Partnership Marketing as set out in paragraph 2.7.6, Framework Agreement Section 2 (Services Offered). |
| **You should only answer this question if you have indicated that you are responding to deliver Partnership marketing.**  Your response must address each of the following elements of the OASIS framework:  **Objectives**: this is worth **10%** of the total 100%  **Audience**: this is worth **10%** of the total 100%  **Strategy**: this is worth **20%** of the total 100%  **Implementation**: this is worth **30%** of the total 100%  **Scoring**: this is worth **10%** of the total 100%  Responses should focus on the Government's OASIS framework as outlined in the Response Guidance and Marking Scheme for Specialist Services – AQB1 – AQB6  You should refrain from making generalised statements and providing information not relevant to the OASIS framework. |