



Innovate UK
KTN

Reach & Engagement Directorate *Innovation Hub Marketing Campaign*

Invitation to Tender and Statement of Works

24th November 2022

Background

Campaign name

Innovation Hub – a marketplace for partners and businesses

Background

Campaign Lead – *Kat Lowenborg-Bickell, Stephanie Churchman*

Campaign Support – *Mareike Schmidt, Louren Bartley*

Additional Stakeholders – *Fran McIntyre, Helen Meade, Alan Cowie, Alison Lerner*

Budget stream – *Business Change (Innovate UK)*

Who is Innovate UK?

Innovate UK is part of UK Research and Innovation, a non-departmental public body funded by a grant-in-aid from the UK government.

We drive productivity and economic growth by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

With a strong business focus, we drive growth by working with companies to de-risk, enable and support innovation.

We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

We fund business and research collaborations to accelerate innovation and drive business investment into research and development. Our support is available to businesses across all economic sectors, value chains and UK regions.

Innovate UK are working together with Innovate UK KTN to deliver this marketing campaign for the Innovation Hub.

What is the Innovation Hub?

The [Innovation Hub](#), developed in partnership with British Business Bank, brings together government funding and support opportunities in one place. It is designed to provide entrepreneurs with what they need within 3 clicks and in a tailored and supportive way thereby enabling a wider, more diverse range of businesses to benefit from government support.

Development of the Innovation Hub has been a collaborative effort between a wide spectrum of government partners. The Innovation Hub is not a replacement for other funding and support finders available; the platform links to opportunities available on these. The result is an exciting new platform signposting to a vast range of opportunities that are constantly being updated to ensure businesses can access everything on offer to them. Features include:

- The ability to seamlessly search for funding and support
- Expertise and information relevant to individual companies
- Guidance on where to make an application
- Thought leadership articles
- Events search

Intended audience

The Innovation Hub is open to all business innovators but particularly targets first time entrepreneurs and small to medium sized enterprises who have little time to search for the right support opportunities to help them grow.

Purpose of this Tender

This procurement is to secure the services of an expert marketing agency which can help us define how best to promote a new marketplace for innovation to small and medium sized enterprises (SMEs) in England, Wales, Scotland and Northern Ireland.

The site is live and is currently going through tweaks and amends following feedback from selected partners and employees of Innovate UK. We have already carried out work on the site to ensure it is visible on google search and run simple paid social media activity.

The aim is to run a campaign during 2023 with exceptional creative work that is recognisable, intriguing and conveys the key messages about the Innovation Hub to the target audience.

This request for quotation is to invite suppliers to quote for the delivery of an online and PR marketing campaign to raise awareness for the Innovation Hub and drive traffic to the site.

Objectives

The **primary objective is to raise the profile of and engagement with the Innovation Hub to SMEs**. The site offers both funding and support opportunities from multiple providers, not just Innovate UK and Innovate UK KTN.

We see our objectives as being achieved through 3 key marketing activities:

1. Online advertising campaign to key sites matched with our target audience.
2. PR activities to promote the benefits and key features of the site, through a combination of regional, industry-specific, publications (on/offline).
3. Support in setting the framework for an Ambassador programme, with a package of content for Innovate UK's Stakeholder Manager to roll out.

In more detail we will want to:

- Promote the Innovation Hub as the best place for businesses to easily find applicable funding and support across all government agencies and support organisations.
- Raise awareness of the new platform, its key features and benefits, and as being THE place to go for information and advice.
- Build advocacy and amplification of the site to encourage engagement and repeat visits.
- Attract new businesses into the Innovate UK fold and for them to be aware of the wide range of government funding and support offers.
- Drive visits to the site and encourage visitors to sign up to Innovation Hub email comms.
- Engage with businesses regionally to raise the profile of the Innovation Hub.
- Explore marketing activities outside of the core online campaign elements, in an effort to reach more industry- or region-specific audiences. For example, digital activity aimed at new target audiences; could be through industry-specific media or, influencer/s or the equivalent of think tanks.

Target Audience

Primary:

- UK SMEs
- Innovative businesses
- Entrepreneurs
- Decision-makers
- Future innovators
- All sectors

Specifically, the target audience is innovative, ambitious, high-growth potential SMEs, with roles such as Senior Directors/Directors/CEOs.

Secondary:

Partners and stakeholders

Reach out through partner networks, both email/newsletters and social media, to partners such as:

- Catapults
- British Business Bank ([BBB](#)), British Standards Institution ([BSI](#)), National Physical Laboratory ([NPL](#)), Intellectual Property Office ([IPO](#)) and other partners on the Innovation Hub.
- Government partners and stakeholders
- Work with the Innovation Hub stakeholder manager to support the partner and stakeholder engagement plan.

Existing 'customers' to be reached through current comms channels:

- Those already signed up on Innovate UK, Innovate UK KTN and Innovate UK EDGE email/ newsletter databases.
- Those already following Innovate UK organisations on social media.
- Potentially UKRI database, showing interest in Innovate UK/innovation.

Expectations

Timeframe:

Timeline: Campaign to run from April 2023 – December 2023.

Key Milestones: The current site (Version 1) will be launched with a simple paid social media and Google search campaign in January/February 2023.

Version 2 of the site to be launched in February/March 2023 which will kick start this marketing campaign.

Innovate UK is also planning to promote the Innovation Hub as part of its regional activities that are already in place for 2023.

Requirements:

Refinement of value proposition, narrative and key messaging, as well as a toolkit that can be used internally and externally with partners.

Online advertising campaign

Online advertising media plan (social, display, PPC, email) and coordination of media buying with media agency (Omnigov).

Advertising creative concepts, with chosen concept completed and built:

- 3-5 creative concepts
- 3 messaging routes
- Suggest channels, formats for content (standard ads, videos, blogs, etc)

KPIs for the online campaign will need to include:

- Impressions and interactions with social media/online ads
- Click-through rates
- Cost per click/cost per view
- Visitors to landing page & dwell times on pages
- New registrations to Innovation Hub email comms.

PR activities

Innovate UK would like the agency to propose ideas for driving awareness of the Innovation Hub beyond just an online advertising campaign, by way of PR activities. Innovate UK are open to creative ways to engage with the target audience across the UK that Innovate UK would not usually reach.

For example:

- Support with a series of national, regional and sectoral press releases.
- Engaging with influencers (including Innovate UK supported businesses) to amplify the messaging.
- Providing data-driven news stories and selling them into the press.

Ambassador programme framework and support material

The Innovation Hub team has already built up support with over 70 partner organisations as well as with partner and Innovate UK employees through specific briefing sessions. Given that it is difficult for Innovate UK to pay money to potential influencers due to our status as a public agency, we are looking to engage with people who have already shown a keen interest in the Innovation Hub marketplace concept.

In addition to the partner organisations and employees, other potential ambassadors at this stage will most likely be businesses Innovate UK has supported. They may not have the social following of real influencers, but they are likely to be powerful advocates for the Innovation Hub. This could include SMEs, early adopters, influencers, industry experts or those following innovations and innovation tools.

Whilst there has been a lot of engagement on the Innovation Hub with partners, there is a need to engage more with businesses as the actual users of the site in our planned marketing and communications activities.

Broadly we would like to have an outline plan for an engaging ambassador programme, as follows:

1. Identify suitable Innovation Hub ambassadors

Review existing engaged Innovate UK business contacts, stakeholders and employees; potential forums and groups on social media, etc. A key requirement is for the ambassadors to come across as being authentic.

2. *Outreach to potential Innovation Hub ambassadors*

Comms plans to engage with potential ambassadors (personalised emails, connect on social media, etc).

3. *Motivate and empower Innovation Hub ambassadors*

Ambassador briefing sessions and comms pack for them to share information about the Innovation Hub confidently, on brand and with a personal touch.

Timeline Tender

Tender issued	24 November 2022
Latest date bids can be submitted	6 January 2023
Suppliers informed of outcome	16 January 2023
Shortlisted suppliers invited to present	23-27 January 2023
Anticipated award date	2 February 2023
Contract start date	13 February 2023
Contract end date	1 February 2024

Budget

Maximum value of all campaign activities, including media:

£83,000 excluding VAT

Submission

In response to this Tender, please provide the information listed below.

Short narrative describing how you would approach the project i.e., your approach, suppliers you may have to collaborate with to deliver, examples of previous work etc.

Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project.

A completed copy of the Pre-Qualification Questionnaire.

Additional Information. Innovate UK and Innovate UK KTN invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with Innovate UK group values as an organisation. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices. The contract for this tender will be issued by Innovate UK KTN.

Legal information i.e. Your standard T&Cs.

Please provide the information requested above to Chloe.Emery@ktn-uk.org by **17:00, Friday 6th January 2023** at the latest. Submissions will be assessed on an ongoing basis until this date.

Submissions will be scored equally against the following five areas:

- Understanding of the innovation landscape
- Previous experience and sample work
- Approach to working relationship
- Value for money
- Alignment with Innovate UK group values

The successful agencies will be contacted by **Monday 16th January 2023** and invited to present their proposals.

Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

Chloe.Emery@ktn-uk.org

Terms and Conditions

Any contract offered will be subject to “Innovate UK KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which can be made available on request.

Please note that Innovate UK and Innovate UK KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.

Date of issue	25 11 2022
Version Number	1
Prepared by	Kat Lowenborg-Bickell
Approved by	Fran McIntyre