

Date Created: 20 Feb 25 | By: Redacted - FOIA Section 40 - Personal Information

Statement of Work v1.2

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 21st February 2023

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
 - an increase in the Charges agreed under this Order Contract;
- or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project: CBR Programme - Creative Support

DELIVERABLES	DESCRIPTION
1. Project Date	
Start	w/c 01 Mar 25
End (projected completion)	w/c 31 Aug 25* * Subject to RM6124 contract amend
2. Project Outline	

Overview. The DSTL CBR programme would like to enlist the services of Mediazoo to work on a 2-phased project (with options) as follows:

Phase 1 - Discovery Phase. This first phase will support the CBR team understand how to use creativity effectively to strengthen their offering. It will include the following 5 steps:

1. **'The Art of Creativity in Defence' Workshop** [am 12 Mar 25]

Introducing the CBR team to the concept of creative thinking and its importance to Defence and Security.

2. **Messaging, Strategy and Story Session – Programme Level** [pm 12 Mar 25]

Creating a StoryHouse for the CBR Programme. Setting homework for delegates to each prepare their own StoryHouse for their respective CBR projects.

3. **Project Story Development Workshop – Project Level** [am 25 Mar 25]

- a. *How to easily turn a StoryHouse into a pitch / presentation*
- b. *How to shape personal stories to add impact to the business story*
- c. *Performance - each delegate to deliver the intro to their project pitch*

4. **Project level – Product planning workshop** [pm 25 Mar 25]

Workshopping with the CBR Project teams of how products they could be used to bring their project story to life – films, games, books etc.

5. **Project level - Proposal writing** [Based on 4 days Creative Director time]

Writing up 4 x creative proposals for products for use by the CBR Programme or Projects – for example a Programme Film.

Phase 2 - Products Phase. The second Phase is optional. It will turn the First Phase outputs and vision, into reality. We will work in close collaboration with the CBR team to bring the strongest identified ideas to life, using a versatile mix of creative executions and deliver powerful assets to resonate with all stakeholders. These could range from films, engaging podcasts, installations or print media.

Charges

Redacted - FOIA Section 43 - Commercial Interests

The Contract Charges shall be calculated using the hourly charge out rates shown in the RM6124 – Communications Marketplace DPS tender for Audio / Visual services.

For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs.

3. Marking Requirements for Deliverables

All deliverables provided to The Client must include the following conditions of supply:

© Crown-Owned Copyright (2025*). Supplied to MOD under RM6124 in accordance with Contract No [PA0000001126**]

*year of production

**contract purchase agreement reference

Contract Charges Breakdown:

Redacted - FOIA Section 43 - Commercial Interests

Phase 2 (Optional):

Redacted - FOIA Section 43 - Commercial Interests

Invoicing Timelines and Dates: The Client will be invoiced by Media Zoo for this project as follows

1. Phase 1 - On signature of this SOW	Redacted - FOIA Section 43 - Commercial Interests
2. PHASE 2 (optional) – <i>On CBR Pg request, a SoW will be raised by MediaZoo with invoicing dependent upon option products selected</i>	Redacted - FOIA Section 43 - Commercial Interests

Key Individuals:

Authorised Agency Approver	
NAME:	Redacted - FOIA Section 40 - Personal Information
JOB ROLE:	Redacted - FOIA Section 40 - Personal Information
EMAIL:	Redacted - FOIA Section 40 - Personal Information
SIGNED:	Redacted - FOIA Section 40 - Personal Information
DATE:	20 Feb 2025

As Agency Authorised Approver for and on behalf of Media Zoo Limited

Authorised Client Approver	
NAME:	Redacted - FOIA Section 40 - Personal Information
JOB ROLE:	Commercial Manager
EMAIL:	Redacted - FOIA Section 40 - Personal Information
SIGNED:	Redacted - FOIA Section 40 - Personal Information
DATE:	20/02/2025

As Client Authorised Approver for and on behalf of DSTL

Order Number for Invoice:		
From	DSTL	DSTL0000043614
To:	Media Zoo Limited	