

Sustainable Innovation Fund Communications & Engagement – Media Planning & Buying / PR

FAQs

- 1. Is the £80k quoted to include media spend and, if so, is there a perspective around the % fee-wise?**
 - a. The £80k quoted does not include media spend. We are looking at a media spend of around £125k, but this could be subject to change based on the recommendations of the chosen agency. Media spend will be paid through KTN.
- 2. The brief asks for submissions to be sent by 5pm on Saturday, 9 October. Can we check this is correct, as it also states submissions will be assessed until this date?**
 - a. Submissions for the Media Planning & Buying tender need to be in by 5th October, 17:00. Submissions for the PR tender need to be in by 9th October, 17:00. Submissions will be assessed as and when they are submitted.
- 3. Can you share any more detail on KTN's specific business objectives?**
 - a. KTN's 5 year strategy can be found here - <https://ktn-uk.org/news/ktn-unveils-its-ambitious-five-year-strategy/>.
- 4. Should media and public relations activity be weighted towards a particular audience?**
 - a. No – we are looking to engage several stakeholders including government, industry, investors, and the curious public. However, we would welcome advice from the chosen agency on where we would make the most impact and as such where to focus our efforts.
- 5. Who are the key internal stakeholders that need to buy into this media and public relations project?**
 - a. Innovate UK's Sustainable Innovation Fund team and the KTN team delivering this work including representatives from KTN Communications and the Strategic Portfolio Office.
- 6. Can you expand on the media planning and media buying aspect of this brief? Do you require consultancy in relation to an ongoing advertorial programme, working alongside media planners, or do you require an agency to support with both strategy and execution?**
 - a. We require an agency to support with both strategy and execution, although media spend will be paid through KTN.
- 7. The appointed agency should drive audiences to ktn-uk.org and ukri.org – what is your intention for visitors to the website (e.g., engage with specific content, sign up for UKRI email alerts)?**
 - a. Firstly, engage with the portfolio of SIF stories. We are currently in the process of developing a content hub on the KTN website where case studies will be featured. Secondly, engage with other areas of the business and take direct action such as registering for an event, contacting a KTN expert or signing up to our mailing list.

- 8. We have seen details of some of the competition winners on the UKRI website. Are you able to provide examples of any of the other projects that received funding?**
- a. Please see our portfolio of SIF stories here - https://www.youtube.com/playlist?list=PL-hp8OOckWOBgtKINPI9K1FrBfnGP2Z_M. A total of 50 videos are in development.
- 9. Where you refer to communicating the impact on society and the economy, have you quantified this, or would there be budget to do so?**
- a. We are yet to quantified this – yes there would be budget to do so.
- 10. At what stage of the project will the 50 video case studies be available?**
- a. 6 are already published. We are expecting to publish 2-3 videos a week between October 2021 and March 2022.
- 11. You reference that the fee should include travel and expenses relating to follow up design and progress meetings in Edinburgh and/or London, how many of these meetings do you envisage within the propose timeframe?**
- a. One or two in person maximum.
- 12. PR Tender - The brief states that advertorial, photography, and speaker fees are not included in Clause 4 – can you share budget allocation for this, and for any other content creation?**
- a. £80k + VAT. This could be subject to change based on the recommendations of the chosen agency.
- 13. Is there a word/page limit for RfP written response? And does KTN have a preferred RfP format – i.e. Word or Powerpoint?**
- a. There is no Word limit. The preferred format is PDF.
- 14. Would you be interested in an agency taking on both the PR and the Media Planning & Buying.**
- a. Yes.