

## Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard- Clarifications and Responses

- Please confirm your stated budget of approx. £30k excludes VAT?
  - **Correct**
- Q5.4 - what is the minimum level of economic and financial standing and/ or minimum financial threshold for this tender?
  - **That you have the financial capability to undertake the tender for the duration**
- Section 8 (Credit Rating) - do you require an answer to this question with our initial response, or only if you request it during the evaluation process?
  - **That is correct we require it for your submission.**
- Scope - this mentions you require a 'brand strategy', 'brand portfolio' and 'set of brand propositions'- are we correct in our understanding that these already exist and the successful bidder is not required to deliver them as well as the creative campaign?
- **This appears to be an error and we're reissuing the scope - we don't require a brand strategy, brand portfolio or set of brand propositions. This Tender is for a creative campaign only.**
- Other than an initial project initiation meeting, will the supplier be asked to attend any other in person meetings in Portsmouth during the course of the project, or can project meetings be held online?
- **We may need to ask the supplier to attend future meetings in Portsmouth in the initial stages**
- Delivery of Assets - by 'fully developed templates' do you mean templates which NMRN will populate with content in house as required? (i.e. the supplier is not required to supply individual pieces of final artwork for individual examples of the assets listed) ?
- **We won't be populating the content in house – this will be done by the supplier. The templates are so we can see how the campaign can be used across the different mediums needed.**
- Delivery of Assets - What level of customisation do you require for the templates and what level of software skills does the in-house team have?
- **See Above response**
- Delivery of Assets - what file format do you require for the templates / what software does the in-house team have access to?
- **See response to fully developed templates.**
- Creative Pitch - would our response to this form the basis of the actual campaign to be developed? Or will the creative pitch brief be a completely separate exercise unrelated to the actual work we are bidding for? If the former, will your final decision of which supplier to choose be based solely on the creative work presented at the pitch?
- **The aim is that we will use the creative pitch as the start of a way forward but this may not be the case. The Tender is evaluated on the criteria included in Tender document. With the criteria showing the creative pitch is the final 20% to make the final award decision for this tender.**
- Creative Pitch - Will the post-submission interviews on 18 Oct be held online if the tenderer is not local?
- **This will need to be in person**

## Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard- Clarifications and Responses

I note that within the pricing information you ask for this to be a separate attachment, am I correct in thinking there isn't a specific attachment to complete but rather we would use the brief to inform and provide a cost breakdown in any template suitable?

- Correct you are to provide your own price breakdown in your own format, but there must be a clear defined total cost of your submission visible.

The brief (background) mentions the requirement for a brand strategy, is this part of the scope in terms of the campaign, positioning the brand, as opposed to a separate element.

- This appears to be an error and we're reissuing the scope - we don't require a brand strategy, brand portfolio or set of brand propositions. This Tender is for a creative campaign only.

Are you able to supply the brand pack for NMRN, MRT and PHD can be provided on request (or would this be supplied to short listed agencies only)

- This will be attached to clarifications email as PHD 2020 Guidelines 130820 2

Are there any formatting requirements beyond using the template provided?

The requirements are mentioned within the tender documents itself.

Can diagrams or infographics be used?

Yes

If so, will the words within the diagrams and infographics contribute to the word count?

No it does not

We are a relatively young organisation and, as such, can supply two current contract examples rather than the requested three. Are we still eligible to tender for this contract?

Please submit two, and give context as to why you're unable to provide a third for the reasons listed above.

Is there any alternative evidence of delivery experience the NMRN commissioners would accept?

- Within your tender response it should be demonstrated as the supplier sees is proportionate, this can be done with website links, case studies and references etc. Please keep in mind that these should stay within the word count where applicable

Can the NMRN commissioners confirm which documents a provider is required to submit?

The completed ITT for Annex D-E-F is the only document required to be submitted provided by the NMRN. You are welcome to submit any other accompanying documents to go in your submission pack.

Can the NMRN commissioners please list where clarification notices will be posted - e.g.: emailed directly to individuals or shown on the GOV.UK portal?

- They will be sent via emails to all interested bidders and then uploaded to Contracts Finder.

**Your completed response should be submitted by the due date and time required:**

**Date: Thursday 3rd October 2024**

**Time: 12.00 Midday**

Responses should be submitted in an electronic format addressed to: [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk)