



Mini Competition

questions

**Mini Competition against an existing Framework Agreement (MC)
on behalf of **Innovate UK****

Subject **Innovate UK PS18071 – Creative Media Campaigns**

Sourcing reference number **PS18071**

COMMERCIAL QUESTIONNAIRE

SEL1.1	Please state the full legal name and address and contact details of the organisation tendering (or organisation acting as lead contact where a consortium bid is being submitted).																									
Bidder guidance	<p>The information should be based on the details of the organisation bidding (or organisation acting as lead contact where a consortium bid is being submitted).</p> <p>This is the legal entity with whom we will Contract if successful.</p>																									
Scoring criteria	For information only																									
Bidder response	<table border="1"> <thead> <tr> <th colspan="2">Table</th> </tr> </thead> <tbody> <tr> <td>Bidders full legal name</td><td></td></tr> <tr> <td>Address line 1</td><td></td></tr> <tr> <td>Address line 2</td><td></td></tr> <tr> <td>Address line 3</td><td></td></tr> <tr> <td>Address line 4</td><td></td></tr> <tr> <td>Town / City</td><td></td></tr> <tr> <td>Country</td><td></td></tr> <tr> <td>Post code (or equivalent)</td><td></td></tr> <tr> <td>Bidder contact</td><td></td></tr> <tr> <td>Telephone No.</td><td></td></tr> <tr> <td>Email</td><td></td></tr> </tbody> </table>		Table		Bidders full legal name		Address line 1		Address line 2		Address line 3		Address line 4		Town / City		Country		Post code (or equivalent)		Bidder contact		Telephone No.		Email	
Table																										
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FOI1.1	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR)</p> <p>Information provided in the course of the procurement process may be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004 if requested under an FOI request or EIR request.</p> <p>Please note that some of the information provided may be protected under the FOI Act exemptions and EIR Exceptions. More information on applying the exemptions or exceptions can be found under the Information Commissioners Office (ICO) website http://ico.org.uk</p> <p>Please confirm you have been informed that information provided under this Bid may be disclosed under the FOI Act 2000 and Environmental Information Regulations 2004 and agree to it being published irrespective of submitting a successful or unsuccessful Bid.</p>
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

FOI1.2	<p>FREEDOM OF INFORMATION ACT 2000 (FOI) AND / OR ENVIRONMENTAL INFORMATION REGULATIONS 2004 (EIR) EXEMPTIONS</p> <p>Please complete this section <u>only</u> if you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1.</p> <p>If you have not agreed to your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please complete a field 'N/A' (Not applicable)</p> <p>If you have agreed for your information to be disclosed under the FOI Act or EIR in Question FOI1.1 please tell us what exemptions or exceptions may apply to your information and why? If you are not relying on any exemptions or exceptions please complete each field 'N/A' (Not applicable)</p>	
Bidder guidance	<p>The Bidder shall provide details of their proposed exemptions/exception in the table below.</p> <p>The Bidder (irrespective of submitting a successful or unsuccessful Bid) shall note that if the Contracting Authority believes that the suggested Exemptions or Exceptions have not been applied properly as per the Act or Regulation, the Contracting Authority will disclose the requested information unless another exemption or exception can be applied by the Contracting Authority.</p> <p>Be aware that by completing FOI1.1 and answering 'Yes' you have agreed for the Contracting Authority to disclose the provided information under the Freedom of Information Act 2000 or Environmental Information Regulation 2004, therefore you will not be approached for consent.</p>	
Scoring criteria	For information only	
Bidder response	Confidential Information	Justification for exemption/exception under FOI Act
	Commercially sensitive information	Justification for exemption/exception under FOI Act

AW1.1	<p>FORM OF BID</p> <p>I declare that to the best of my knowledge the answers submitted in this Mini Competition are correct. I understand that the information will be used in the process to assess my organisation's suitability to be invited to bid for the Contracting Authority's requirement and I am signing on behalf of my organisation. I understand that the Contracting Authority may reject this Mini Competition if there is a failure to answer all relevant questions fully or if I provide false/misleading information.</p> <p>I understand that the Government's transparency agenda requires that sourcing documents, including Mini Competition templates such as this, are published on a designated, publicly searchable web site, and, that the same applies to other sourcing documents issued by the Contracting Authority, including the Request for Quotation, and any contract entered into by the Contracting Authority with its preferred supplier once the procurement is complete.</p> <p>By submitting a response to this Mini Competition I agree that our participation may be made public.</p> <p>I understand that the answers given in this response will not be published on the web site (but may fall to be disclosed under Freedom of Information Act 2000 or Environmental Information Regulations 2004).</p> <p>By submitting a response to this Mini Competition I agree and accept the justification for the Contracting Authority's evaluation criteria.</p> <p>By submitting a response to this Mini Competition I agreed and accept that the Contracting Authority reserves the right to change without notice the procedure for awarding the Contract, to reject any or all bids for the Contract, to stop the process and not award the Contract (in whole or in part) at any time without any liability on its part.</p> <p>By submitting a response to this Mini Competition I agree and accept that nothing in this process is intended to form any express or implied contractual relationship between the Parties unless and until a Contract is awarded. The Contracting Authority is not liable for any costs resulting from cancellation of this process nor any costs incurred by Bidders taking part in this procurement process.</p> <p>I understand that where sourcing documents issued by the Contracting Authority or contracts with its suppliers fall to be disclosed the Contracting Authority will redact them as it thinks</p>
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	necessary, having regard (inter alia) to the exemptions/exceptions in the FOIA or EIR.
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

AW1.3	<p>CERTIFICATE OF BONA FIDE BID</p> <p>The essence of procurement is that the customer shall receive bona fide competitive Bids, from all those Bidding. In recognition of this principle, we certify that this is a bona fide bid, intended to be competitive and that we have not fixed or adjusted the amount of bid by or under or in accordance with any agreement with any other person.</p> <p>We also certify that we have not done and we undertake that we will not do at any time before the hour and date specified for the return of this bid any of the following:</p> <ul style="list-style-type: none"> (a) Communicate to a person other than the person calling for these bids the amount or approximate amount of the proposed bid, except where the disclosure, in confidence, of the approximate amount of the bid was necessary to obtain insurance premium quotations for the preparation of the bid; (b) Enter into any agreement or arrangement with any other person that he shall refrain from bidding or as to the amount of any bid to be submitted; (c) Offer to pay or agree to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or have caused to be done in relation to any other bid or proposed bid for the said supply / service any act or thing of the sort described above. <p>In this certificate, the word "person" includes any persons and any body or association, corporate or unincorporated, and any "agreement or arrangement" includes any such transaction, formal or informal, and whether legally binding or not.</p> <p>We acknowledge that the Contracting Authority will be entitled to cancel the contract and to recover from us the amount of any loss resulting from such cancellation if we or our representatives (whether with our without our knowledge) shall have practiced collusion in Bidding for this contract or any other contract with the Contracting Authority or shall employ any corrupt or illegal practices either in the obtaining or execution of this contract or any other contract with the Contracting Authority.</p> <p>We agree that the Contracting Authority may disclose the Bidders information/documentation (submitted to the Contracting Authority during this</p>
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	Procurement) more widely within Government for the purpose of ensuring effective cross-Government procurement processes, including value for money and related purposes.
Bidder guidance	The Bidder shall answer Yes or No Yes – Pass No – Fail
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

PRICE QUESTIONNAIRE

AW5.2	<p>Bidders are required to complete the Excel Pricing Schedule attached in the Bidder Response section.</p> <p>All prices shall be exclusive of VAT.</p> <p>All costs appearing elsewhere in the Bid but not mentioned in this Pricing Schedule shall be presumed waived.</p>
Bidder guidance	<p>Bidders shall confirm they have completed the Pricing Schedule.</p> <p>The scoring methodology for this question shall be:</p> <p>The lowest price for a response which meets the pass criteria shall score 100.</p> <p>All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.</p> <p>Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50</p> <p>In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 ($80/100 \times 50 = 40$)</p> <p>The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.</p> <p>The lowest price for a response which meets the pass criteria shall score 100. All other bids shall be scored on a pro rata basis in relation to the lowest price. The lowest score possible is 0.</p> <p>For example, assuming the lowest bid is £100,000.</p>

	<table><tr><th>Bid Price</th><th>Differential to the lowest price which meets the mandatory pass criteria at Award stage</th><th>Score</th></tr><tr><td>£100,000</td><td>0</td><td>100</td></tr><tr><td>£120,000</td><td>20%</td><td>80</td></tr><tr><td>£140,000</td><td>40%</td><td>60</td></tr><tr><td>£150,000</td><td>50%</td><td>50</td></tr><tr><td>£175,000</td><td>75%</td><td>25</td></tr><tr><td>£200,000</td><td>100%</td><td>0</td></tr><tr><td>£300,000</td><td>200%</td><td>0</td></tr></table>	Bid Price	Differential to the lowest price which meets the mandatory pass criteria at Award stage	Score	£100,000	0	100	£120,000	20%	80	£140,000	40%	60	£150,000	50%	50	£175,000	75%	25	£200,000	100%	0	£300,000	200%	0
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	£200,000	100%	0																						
£300,000	200%	0																							
Scoring criteria	Maximum Marks: 20%																								
Bidder response	Yes																								

QUALITY QUESTIONNAIRE

AW6.1	Please confirm your compliance to the requirements of Section 4 Specification
Bidder guidance	<p>The Bidder shall answer Yes or No</p> <p>Yes – Pass</p> <p>No – Fail</p>
Scoring criteria	Mandatory Pass / Fail
Bidder response	Yes / No

PROJ1.1	<p>Please detail your planning process for digital media and creative campaign to ensure the best possible results are achieved in order to meet the requirements of the specification.</p> <p>As part of your response, please include the following but not limited to:</p> <ul style="list-style-type: none"> A well-structured and evidence based process for developing the required media plans and creative options How you propose to address the specific requirements An optimisation process for the campaign once live How you employ a test and learn approach for new campaigns
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Bidder guidance	Scoring will be based on 0-100 scoring methodology Please upload your response as an attachment. PDF and Microsoft Word (Font Size 11, please do not exceed 4 pages of A4)
Scoring criteria	Maximum Marks: 30%
Bidder response	Attachment

PROJ1.2	<p>Please outline your key considerations for digital campaigns for the Government / Public Sector.</p> <p>As part of your response, please consider the following but not limited to:</p> <ul style="list-style-type: none"> • How the need for best value influences government campaigns • The noticeable differences with consumer/private company campaigns • Any sensitivities that exist • Challenges faced when working on government related campaigns
Bidder guidance	Scoring will be based on 0-100 scoring methodology Please upload your response as an attachment. PDF and Microsoft Word (Font Size 11, please do not exceed 2 sides of A4)
Scoring criteria	Maximum Marks: 10%
Bidder response	Attachment

PROJ1.3	<p>Please outline the key media and creative considerations for targeting an innovative business.</p> <p>As part of your response, please consider the following but not limited to:</p> <ul style="list-style-type: none"> • Unique characteristics of the audience and the impact on media planning and creative execution • Addressing the challenge of audiences based as much on their attitude as their demographics • Your data expectations of Innovate UK • Testing the audiences take out from the campaign • Developing a creative route that can take advantage of innovation developments • Developing creative that is itself innovative
Bidder guidance	Scoring will be based on 0-100 scoring methodology Please upload your response as an attachment. PDF and Microsoft Word

	(Font Size 11, please do not exceed 2 sides of A4)
Scoring criteria	Maximum Marks: 20%
Bidder response	Attachment

PROJ1.4	<p>Please demonstrate how you can ensure a creative idea works across multiple digital formats</p> <p>Please demonstrate of how your creative process accounts for the differences between search, display, social, video, email and a test and learn approach</p>
Bidder guidance	<p>Scoring will be based on 0-100 scoring methodology</p> <p>Please upload your response as an attachment. PDF and Microsoft Word (Font Size 11, please do not exceed 2 sides of A4)</p>
Scoring criteria	Maximum Marks: 10%
Bidder response	Attachment

PROJ1.5	<p>Please demonstrate your understanding of the Innovation landscape in the UK and how this will be utilised to ensure the successful delivery of this requirement</p> <p>Please demonstrate your understanding of what innovation means and why it is important.</p>
Bidder guidance	<p>Scoring will be based on 0-100 scoring methodology</p> <p>Please upload your response as an attachment. PDF and Microsoft Word (Font Size 11, please do not exceed 2 sides of A4)</p>
Scoring criteria	Maximum Marks: 5%
Bidder response	Attachment

PROJ1.6	<p>Project Team</p> <p>Please set out the structure of the team you expect to deploy in supporting Innovate UK in meeting its objectives through the creative project described in the specification.</p> <p>This structure should be in the form of an organogram. Please</p>
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	provide a list of roles and responsibilities for all team members that would be involved in the project, and how their expertise will be used in the delivery of the project.
Bidder guidance	Scoring will be based on 0-100 scoring methodology Please upload your response as an attachment. PDF and Microsoft Word (Font Size 11, please do not exceed 2 sides of A4)
Scoring criteria	Maximum Marks: 5%
Bidder response	Attachment