

Innovate UK KTN – Brand & Identity Tender

FAQs

- 1. Can you provide any more detail around these as the scope can vary very widely dependent on the extent?** To set the scene, Innovate UK KTN is currently going through a rebrand and we will transition into an identity that is more closely aligned to Innovate UK, to reflect our new position as part of the Innovate UK family. Although the core identity has already been developed and will be launched on the 20th April, we are at the very beginning of this rebranding. We will need support with the continued rollout of the new brand, messaging that clarifies our new position to both internal and external audiences, and the development of family assets that define the role of the Innovate UK group. We also need to make sure these changes are reflected throughout the online user experience. Although this tender doesn't include web development specifically, online content, messaging, and positioning is included.
- 2. 'Content creation' can include things like creation of films, animations, photo shoots; as well as copywriting and messaging. Can you confirm more detail here?** All of the above is included, but specifically around corporate communications and activity related to KTN's strategy themes including; Net Zero, D&I, Innovation Adoption and Diffusion, Global Innovation and Place. The Content Creation tender is more to support very niche, sector specific activity.
- 3. Can you confirm that this is not a brief to review or refresh the core brand identity but more about supporting it's roll out and development of sub brands as needed?** Correct.
- 4. Are suppliers welcome to submit proposals for both the Innovate UK KTN – Design and Brand & Identity tender opportunities?** Yes.
- 5. Would accept Cyber Essentials certification (not plus).** We would accept Cyber Essentials and a commitment to work towards Cyber Essentials+ within 3 months of being awarded the contract.
- 6. For PART 2: FORM F: Project Specific Questions Technical Capability – do our responses need to be in the boxes provided, and if so, is there a word limit, or can we attach a supporting document to answer questions 6.1-6.4?** You can attach supporting documents.
- 7. Are you expecting all services and deliverables to be produced for the budgets of £80k respectively?** £80,000 + VAT is the maximum we will spend on these services, but the actual budget committed will depend on the scope and deliverables of specific projects. The full budget is not committed to the supplier if the contract is secured.

- 8. I see that you'd like to see a schedule of costs and timeline of estimated costs. Given that the deliverables for each lot are tbc, would a rate card be appropriate, or do you require more detail? A rate card is appropriate for estimated costs.**