



KTN
Suite 218
Business Design Centre
52 Upper St, London
N1 0QH

Sustainable Innovation Fund Communications & Engagement – Media Planning & Buying

Invitation to Tender and
Statement of Works



Date of issue	06.09.21
Version number	1
Prepared by	Fran McIntyre
Approved by 1	Fran McIntyre

Content

1. Background
2. Services Required
3. Deliverables Required
4. Quote for Services / Fees
5. Term and Expiry Date
6. Submission
7. Principle Contact
8. Terms & Conditions

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



1. Background

KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into value for our economy and society. KTN has a network of over 46,000 unique organisations and 234,000 innovators.

KTN, in collaboration with Innovate UK, is seeking a media buying agency to amplify a/ the work of the companies that were successfully in winning funding through the following competitions and b/ the value of getting involved in similar competitions:

Sustainable Innovation Fund (Rounds 1, 2 & 3)
Sustainable Innovation Fund Small Business Research Initiative
Covid-19 Continuity Grants.

The competitions funded by Innovate UK awarded grants to over 1800 projects working on Covid-19 recovery to help all sectors of the UK rebuild after the effects of the pandemic.

As well as Covid-19 recovery, projects also had to ensure their work had a positive impact on climate change/environmental sustainability and equality, diversity, and inclusion.

2. Services Required

This request for quotation is to invite suppliers to quote to deliver an exemplary communications service for the Sustainable Innovation Fund Communications and Engagement campaign through Media Planning, Buying, Activation and account management.

The purpose of this campaign is to maximise the impact of the funding that has been won through the above competitions.

Suppliers are expected to:

- Establish key audiences for this campaign, identifying who is most likely to be inspired and take action through hearing, seeing and understanding the impact of this innovation funding. Note – promotion of the societal and economic benefit of this funding is primary.

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



- Establish which Channels will best reach the audience being targeted – and at which time of year / day etc. Note – this campaign is likely to include online, press, specialist press and radio. It is unlikely that TV advertising will form part of the campaign – but this may be challenged by the supplier.
- Establish key messaging for particular audiences. The planner will work with content creators to establish which messages and which content is best placed or required to engage the right audiences.
- Conduct targeted research or provide evidence to back up audience choice.
- Establish a budget, recognising that as this project is grant funded, it is key that budgets are managed transparently and effectively, and that maximum value is generated from all third party spend.
- Agree set of goals or KPIs for audience reach.
- Negotiate placement, time and cost with media and channel owners. Establish a way of working with KTN and operations team, which means contracts are raised with KTN and paid directly by KTN as direct client.
- Communicate clearly (with KTN, stakeholders and content creators) the plan of purchase and placement – and provide regular updates as the media plan changes.
- Provide evidence of campaign reach against agreed objectives.

Note – this tender is not inclusive of media spend.

3. Deliverables Required

The following deliverables are required if KTN decides to proceed with a chosen contract partner.

- 3.1. Work with KTN to establish clear audience profile(s) for the campaign**
- 3.2. Produce, present and manage an effective and evidence-based media plan for campaign running November 2021 to March 2022**
- 3.3. Provision of clear budget and monthly forecasting for media plan**

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



3.4. Effective account management of media channels

3.5. Effective liaison between content producers and media channels

3.6. Ongoing evaluation of the success of the campaign

4. Security

KTN requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001).

4. Quote for Service – Fees

KTN requires quotes for the above services, to include time, travel and expenses relating to an initial online pitch meeting and follow up progress meetings in Edinburgh and/or London. *Dependant on Covid-19 regulations.*

Budget: up to £80,000 + VAT

5. Term & Expiry Date

Content for the campaign is in production. Media promotion for this content, beyond KTN channels, should roll out between 1st November and 31st March 2022.

6. Submission

In response to this Statement of Works, please provide the information listed below. Shortlisted suppliers will be invited to pitch to KTN before a final decision is made. These pitches are expected to take place w/c 11th October 2021.

6.1. Short narrative describing how you would approach the project i.e., your approach, suppliers you may have to collaborate with to deliver, examples of previous work etc.

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



- 6.2. Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e. to 31st March 2021. Note – the fees referenced in Clause 4 do not include cost of media.
- 6.3. A completed copy of the Pre-Qualification Questionnaire.
- 6.4. Additional Information. KTN invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with KTN values as an organisation. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
- 6.5. Legal information i.e. Your standard T&Cs.

Please provide the information requested above to sustainableinnovationfund@ktn-uk.org by 17:00, 5th October 2021 at the latest. Submissions will be assessed on an ongoing basis until this date.

7. Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

sustainableinnovationfund@ktn-uk.org

8. Terms & Conditions

Any contract offered will be subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which can be made available on request.

Please note that KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



Further References

KTN Brand Portal:

http://ktn-brand.mdev.uk/wp-login.php?redirect_to=http://ktn-brand.mdev.uk/

U: external

*P: QB4WJ#hvlilNH6Sniw*XrAN*

UKRI / Innovate UK Branding Guidelines:

<https://ukri.frontify.com/d/zqfuBB2r7aAq/brand-basics#/brand-guidelines/full-brand-guidelines>

Competition Details:

- The Sustainable Innovation Fund: round 1 - <https://apply-for-innovation-funding.service.gov.uk/competition/651/overview>
- The Sustainable Innovation Fund: round 2 - <https://apply-for-innovation-funding.service.gov.uk/competition/678/overview>
- The Sustainable Innovation Fund: round 3 - <https://apply-for-innovation-funding.service.gov.uk/competition/709/overview>
- The Sustainable Innovation Fund: SBRI phase 1/2 - <https://apply-for-innovation-funding.service.gov.uk/competition/654/overview>
- COVID-19: Continuity grants - <https://apply-for-innovation-funding.service.gov.uk/competition/596/overview>

Sample Video Content:

https://www.youtube.com/playlist?list=PL-hp8OOckWOBgtKINPI9K1FrBfnGP2Z_M

Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.