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| **Media Planning & Buying Services Tender**  **Tender Response**  Prepared on behalf of  **University of Westminster**  **Ref: 20/09**  **1. Bidder(s) ITT Response**   * 1. You are invited to provide a detailed response to the questions provided below as part of this tender you.   2. This document outlines the questions to be responded to   3. Please do not insert (embed) any documents or provide HTML links to websites to provide answers or additional information. Your electronic copy must be in Word 2007 and Excel for the pricing section of the submission or above, PDFs will be accepted for submission (excluding pricing section)   4. Please ensure you do not exceed the number of words allowed for each question. Bidder(s) may include diagrams, pictures and charts which will not form part of the word count. If you exceed the word count the evaluator will only READ to the allocated number of words from the beginning of the question.   5. Where you are asked to agree to a specific requirement contained within the Scope of work you must state your agreement against the relevant question. If you are unable to meet the requirement, you should provide an explanation as to why that may be and where possible, offer a proposed suitable alternative solution.   6. Where you are asked to describe how you comply with a requirement or how you would provide a required service or information you must provide an appropriate level of detail. Bidder(s) must note, in these instances, a mere statement that the requirement can be met will not be sufficient. You must describe the procedures/ processes you have/ propose to have in place to meet the specific requirement and what evidence you can/ propose to provide to demonstrate that the requirement is being met on a continual basis. Failure to provide such information may lead to disqualification of your response.   7. Do not assume that your answer to an earlier question will apply to a new question, i.e. please answer each question under its own merit in the following format:   Question 1  Answer 1   * 1. Please answer each question and do not leave any blank.   2. The evaluation panel may request clarification.   3. The responses provided below will be scored in accordance with the Evaluation Criteria as per page 9 of the tender guidelines for suppliers. Where sub-weightings are to be further broken down within a single question, these scores are outlined within the response template below. |
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**Tender Response**

**The Successful Bidder(s) will:**

* **Have knowledge of the Undergraduate, Postgraduate and international markets.**
* **Have an understanding of the University, its strategic aims, strengths, barriers, USPs and growing potential.**
* **Be able to work with the University to ensure that advertising, sponsorship and editorial activity is developed as part of a strategic approach to communications.**

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| **Section** | **1. Standards** |
| **Weighting** | **10%** |

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| **No.** | **Question** | **Max Points** |
| **1.1** | Please describe how you will ensure that the services will be provided / performed by appropriately qualified and trained personnel in an efficient and professional manner and with all the skill, care and diligence which may be expected of a competent and properly qualified agency,  **Max 1000 words** | 10 |
| **1.2** | Please explain your approach to digital buying platforms (with particular reference to Google Network programmatic), ad fraud and ad serving.  **Max 500 words** | 10 |
| **1.3** | Please explain how you will ensure that all your dealings and services supplied to the University are transparent, sourced and managed in an ethical and socially responsible manner throughout the life of the contractual working relationship.  **Max 500 words** | 10 |
| **1.4** | Please detail any benefits you feel your company can offer the University which differentiates you from those of your competitors as well as any information you believe will assist the University in making its decision and which relate to this invitation to tender but which have not been covered above.  **Max 500 words** | 10 |
| **Mark** | 40 | |

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| **Section** | **2. Implementation** |
| **Weighting** | **20%** |

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| **No.** | **Question** | **Max Points** |
| **2.1** | Please provide a suggested work plan as to how you will ensure:   * How you will approach a new instruction relating to the project; * Short notice availability for meetings and advice; * Timely delivery of advice; * Consistent quality in the advice to UOW; and * Accurate cost scoping and transparency   **Max 500 words** | 10 |
| **2.2** | How many staff do you envisage being dedicated to the University’s account? Please list by position and describe their qualifications and experience.  **Max 500 words** | 10 |
| **2.3** | The successful bidder(s) will be highly skilled and knowledgeable in the space of digital and social channels and will also have commercial B2C and B2B digital campaign experience that focuses on ROI.  Please provide clear examples of case studies within HE/public sector, to demonstrate expertise skills and knowledge in the space of digital and social channels.  **Max 500 words** | 10 |
| **2.4** | Please give details of any elements in the buying process which you outsource to third parties and explain the value that each relationship would bring to us.  **Max 500 words** | 10 |
| **Mark** | **50** | |

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| **Section** | **3. Project Management** |
| **Weighting** | **20%** |

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| **No.** | **Question** | **Max Points** |
| **3.1** | The successful bidder(s) will be able to provide day-to-day account management as well as strategic support and have a willingness to work with university partners and suppliers to schedule and fulfil media schedules  The supplier shall nominate a Contract Manager who shall be responsible for managing the University of Westminster’s account and shall maintain regular contact with University representatives. The supplier shall attend quarterly review meetings with nominated University representatives.  Please explain how this will be managed.  **Max 500 words** | 10 |
| **3.2** | Identify key risks to reputation that you perceive for the project and briefly describe how those risks will be mitigated. Please supply a copy of your Corporate Social Responsibility (CSR) policy and provide details on how you manage and limit the potential risks to client reputation which can come from ad placement on unacceptable websites and/or ad fraud.  **Max 500 words** | 10 |
| **3.3** | Outline how you would prioritise the University’s projects with projects you are managing for other clients.  Will the University have core staff working on its projects only? If so would additional staff be drafted in during busier periods? Please provide details on how this would be managed.  **Max 500 Words** | 10 |
| **3.4** | Describe any services that you are unlikely to undertake yourselves and would outsource to a third party in relation to this tender.  **Max 500 words** | 10 |
| **3.5** | In a case where there was no other option than to appoint sub-contractors to carry out work for a client, what due diligence would you carry out when appointing sub-contractors? Please document your process for appointing sub-contractors and how they are managed and quality assured.  **Max 500 words** | 10 |
| **Mark** | **50** | |

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| **Section** | **4. Report & Analysis** |
| **Weighting** | **20%** |

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| **No.** | **Question** | **Max Points** |
| **4.1** | The successful bidder(s) will able to provide suggestions that will improve the effectiveness of current advertising activity linked to a wider marketing strategy.  Please detail how you propose to measure the success of client campaigns, and your process of communicating this to the University.  The University of Westminster currently uses a bespoke campaign dashboard.   1. Outline your recommendations for how you report and what dashboards and technology/systems you can provide or sub contract   (ii) Please detail how you propose to measure the success of client campaigns, and your process of communicating this to the UOW and at what frequency.  (ii) University of Westminster currently uses a bespoke campaign dashboard (example attached). Outline how you work with dashboards of this type, as well as your experience of other similar systems and technology.  **Max 1000 words** | 40 |
| **Mark** | 40 | |