**Submission Instructions**

1. For each brief listed below bidders must provide a media plan and a full breakdown of all associated costs in excel spreadsheet format.

The lowest Total Price will be awarded 100% of the Price score for that Brief. Other prices will score proportionally less depending on the % they are priced above the lowest bid.

* Eg. in a competition with 40 marks available for price, supplier A is the lowest priced supplier with a 100k bid, so would get 40, if Supplier B comes in at 120k, they are 20% more expensive than the lowest bid and should receive 20% less marks, 8 marks in this instance, they would expect to be awarded 32.
* The methodology used to calculate the scores will be to break it down into different stages, so the price difference will be determined first, then the % difference, then the % of price marks removed proportionately.
1. **Stage 1** is to calculate the price difference  (bid price – lowest price) or  £120k-100k = 20k
2. **Stage 2** is to calculate the % difference  ((price difference/lowest price) x 100) or   (20/100)x100 = 20%
3. **Stage 3** is to calculate the number of marks lost   (available marks x % difference) or 40 x 20%  = 8
4. Stage 4 is to calculate the final price score (available marks – marks lost) or 40-8= 32

A total of 60 marks will be available each brief.

1. In addition, bidders must provide a standard (per hour) rate card matrix for all services including those that fall outside the scope of this contract.

Note: All cost must be exclusive of VAT

**Brief 1**

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| **Client Name:**  | University of Westminster |
| **Contact Details:** | XXX |
| **Project/Campaign Name:**  | Clearing Campaign 2020 |
| **Summary:**  | Provide a costed integrated offline and online media plan for Clearing targeting home (UK) students |
| **Product/s:** | * University of Westminster brand
* University of Westminster generic Clearing opportunities
* Subject-specific targeting
* Course-specific targeting
* Foundation-specific targeting
 |
| **Budget:** | £375,000 |
| **Timeline:**  | 1st June 2020 – 31 August 2020 |
| **Aim/Objectives:** | * Awareness: promote the University of Westminster as a viable option for September 2020
* Consideration/Nurturing: drive awareness and engagement to keep the University brand front of mind
* Action/Conversion: drive clearing applications and calls
 |
| **Target Audience:** | **Type/behaviour:*** New: students who have not applied to go to University that we can persuade and change their mind
* Direct: students who want to go to University but are late applying or decide to wait for clearing to get a place
* Underachievers: students who applied to University but did not get their grades and are searching for a place
* Adjustment: students who applied to University and got better results so are looking to upgrade

 **Location:*** London plus up to 60 miles
* Plus, key cities: Birmingham, Manchester, Coventry, Leeds and Northampton

 **Routes to University:*** BTEC
* A Levels
* IB
 |
| **Landing page and Content:** | * Clearing Landing Page: westminster.ac.uk/clearing ​
* Course and subject area website pages​
* Live chat​
* Clearing toolkit ​
* Blog content

 Please provide examples of other content that could support the campaign |
| **Behaviour and Conversions:** | Conversions (CPL) will be measured as:* Calls\*
* Apply clicks

 Please provide detail on how you will track conversions as well as enhance our tracking capabilities.We also would like to measure behaviour, so if a prospective student lands on a generic page from a generic advert, what does the prospective student do, what is the demand like per subject/course area.\*please note we will have a call tracking system in place for clearing week |
| **Creative and Copy:**  | Required: new campaign messaging and creatives to make us stand out from our competitorsCopy and creative asset creation for all channels targeted the required audience needs to be included within the overall budget. |
| **KPIs:** | * Channel- specific metrics
* Number of conversions per channel
* Number of applications vs. YTD
* Number of offers
* Number of enrolments (vs Target)
* ROI

To be made SMART once the media plan is agreed: please provide an example of SMART KPIs with your media plan. |
| **Additional Information:** | Clearing’s previous negative connotation is changing and is now being seen as a positive option for students. A record 73,320 applicants used clearing in 2019, a 9.8% increase on the 2018 cycle. There was also a significant increase in direct entrants.Budgets need to be weighted so we have sufficient spend for clearing week and A Level results day. |

**Brief 2**

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| **Client Name:**  | University of Westminster |
| **Contact Details:** | XXX |
| **Project/Campaign Name:**  | PG MBA Launch Campaign |
| **Summary:**  | Provide a costed integrated offline and online media plan for the launch of our new programme targeting home (UK) and overseas (International) students |
| **Product/s:** | **MBA** * Entry for September 2020 and January 2021. Full time pathway.
* Part of Westminster Business School, School of Marketing and Management.
* Full-time, 12months (including placement or project)
* £19,000 International and £16,500 UK/EU
 |
| **Budget:** | £40,000 |
| **Timeline:**  | Early March 2020 – Early January 2021 |
| **Aim/Objectives:** | 1. To raise awareness of WBS’s new and innovative MBA programme among targeted recent graduates
2. To generate leads for target prospects (eg graduates of business degrees, creative subjects)
3. To convert prospects into offer holders
4. To convert offer holders to enrolled students
 |
| **Target Audience:** | * **UK**
* **International:** targeting 2-3 key markets and cities (not including India). Non scholarship seeking students
* **Entry level:** Recent graduates with 2:1 or equivalent and early career graduates as a non-experience/graduate MBA.
* **Age:**  22-26 years old.
* **Internal audience:** Current University of Westminster undergraduates looking for further business acumen.
 |
| **Landing page and Content:** | **Course page:**https://www.westminster.ac.uk/business-and-management-courses/2020-21/january/full-time/mbaPlease provide examples of other content that could support the campaign |
| **Behaviour and Conversions:** | Conversions (CPL) will be measured as:* Apply Button Clicks

Please provide detail on how you will track conversions as well as enhance our tracking capabilities.We also would like to measure behaviour, so if the prospective student lands on the MBA page what is their behaviour like - what other conversion goals occur (for example: prospectus downloads, book on an open evening) |
| **Creative and Copy:**  | **PG Primary Message:** Show the World What You’re Made Of**Course specific key messaging:*** A new and innovative MBA programme built for GenZ
* Focus on innovation, the digital world, contemporary challenges and management complexity, but also to engage with the latest changes in the corporate sector
* Strong global and digital perspective
* Focuses on the latest developments in a digitised world (including blockchains, big data, artificial intelligence, cloud technology, disruptive innovations, the development of ecosystems and the growth of the sharing economy)
* Personal development - resilience, adaptability, agility, imagination and critical thinking.

**Course USPs:*** New non-experience MBA
* Innovative – focused on the global, digital world and the hard and soft skills graduates need for the future world if business.
* Skills for jobs in the future which don’t exist yet
* London location and employment opportunities.

Copy and creative asset creation for all channels targeted to the required audience needs to be included within the overall budget. |
| **KPIs:** | **Admissions Target for September 2020:** Total 25: 5 from UK, 5 from EU, 15 from Overseas* Channel specific metrics
* Number of conversions per channel
* Number of applications
* Number of enrolments (vs Target)
* ROI

To be made SMART once the media plan is agreed: please provide an example of SMART KPIs with your media plan. |
| **Additional Information:** | **Course Summary:**Our new innovative MBA is designed for passionate recent graduates from any discipline, and business professionals with minimal work experience, who are seeking an intensive, practically-oriented, advanced education in modern business methods and skills.The Westminster MBA has revolutionised this traditional qualification. Adopting a forward-thinking and innovative approach, our MBA will provide you with the knowledge, capabilities and expertise demanded by today’s employers and will prepare you for future jobs in a digital 2020s world. Our MBA graduates will be seeking careers leading to management and leadership roles in either corporates, start-ups or SMEs, but also in the public sector and non-profit organisations. The Westminster MBA combines innovation, the digital world, contemporary challenges and management complexity, whilst enhancing your ability to gain sought after soft skills such as resilience, agility, creativity and critical thinking.  This MBA will equip you with a robust understanding of the latest developments in a digitalised world, focusing on key areas such as: blockchains, big data, artificial intelligence, cloud technology, AR/VR, disruptive innovations, the growth of ecosystems and the sharing economy.  Combining academic rigour, stimulating teaching approaches and practical business leadership experiences, our MBA programme will support you becoming part of the next generation of successful business executives and entrepreneurs.**Key MBA highlights include:** * A new and innovative approach to MBA study, preparing you for a digital 2020s world
* A 12-month programme with a three-month internship or project to boost your CV
* An international consulting project, career development workshops and masterclasses to enhance your global perspective and employability
* Exciting teaching and learning approaches with live case studies, simulations, role-playing workshops and hackathons
* Engaging assessment methods including; simulations, business challenges, investigating briefs, group pitches and video presentations
* Situated in the heart of London at our Marylebone Campus, near Baker Street. Equipped with an MBA Boardroom, digital classrooms and a Bloomberg trading suite.

**Competitors:*** **Direct:** Brunel University, Birkbeck/Central Saint Martins, [University of Greenwich](https://www.gre.ac.uk/postgraduate-courses/bus/intmba#study), Glasgow Caledonian University (London Campus), UEL, Bedfordshire University.
* **Indirect:** [London Business School](https://www.london.edu/masters-degrees/mba), Imperial College London, CASS Business School, City University, London, HULT International Business School, Warwick Business School.
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**Brief 3**

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| **Client Name:**  | University of Westminster |
| **Contact Details:** | XXX |
| **Project/Campaign Name:**  | USA PG Campaign |
| **Summary:**  | Provide a costed integrated offline and online media plan to promote our postgraduate offering in the area of Visual Culture and targeting the US market for both our Sept 2020 and Jan 2021 intakes. |
| **Product/s:** | The following 4 PG courses:* [Art and Visual Culture MA](https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/art-and-visual-culture-ma)
* [Cultural and Critical Studies MA](https://www.westminster.ac.uk/english-visual-culture-courses/2020-21/september/full-time/cultural-and-critical-studies-ma)
* [Museums, Galleries and Contemporary Culture MA](https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/museums-galleries-and-contemporary-culture-ma)
* [Museums, Galleries and Contemporary Culture with Professional Experience MA](https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/museums-galleries-and-contemporary-culture-with-professional-experience-ma)
 |
| **Budget:** | £30,000 |
| **Timeline:**  | April 2020 - Dec 2020 |
| **Aim/Objectives:** | 1. To raise awareness of University of Westminster’s PGT visual culture offering among targeted graduates
2. To generate leads for target prospects (e.g. graduates of liberal arts and other social science-based degrees)
3. To convert prospects into offer holders
4. To convert offer holders to enrolled students
 |
| **Target Audience:** | * USA to focus on 4 key cities of San Francisco, Austin, Boston and NY city
* Age 25-29 years
* Undergraduate degree holders
* Employed in the creative industries or others related to the courses
 |
| **Landing page and Content:** | **Course page:** <https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/art-and-visual-culture-ma><https://www.westminster.ac.uk/english-visual-culture-courses/2020-21/september/full-time/cultural-and-critical-studies-ma><https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/museums-galleries-and-contemporary-culture-ma><https://www.westminster.ac.uk/visual-culture-courses/2020-21/september/full-time/museums-galleries-and-contemporary-culture-with-professional-experience-ma> |
| **Behaviour and Conversions:** | Conversions (CPL) will be measured as:* Course page visits
* Apply Button Clicks

Please provide detail on how you will track conversions as well as enhance our tracking capabilities.We also would like to measure behaviour, so if the prospective US student lands on the course pages which page do they visit after, time on page etc |
| **Creative and Copy:**  | Primary: Show the World What You’re Made Of**Subject cluster USPs:*** 1-year masters
* Diverse learning environment
* London location
* Long tradition of practical engagement with the applied arts and culture in London - galleries, theatres and museums in London
* Placement opportunities to enhance employability
* Taught by expert staff
* Engagement with a rich and diverse programme of research events

Please provide examples of secondary course specific messaging that can complement the campaign. Copy and creative asset creation for all channels targeted to the required audience needs to be included within the overall budget. |
| **KPIs:** | * Channel specific metrics
* Number of conversions per channel
* Number of US applications for Sept 2020 and Jan 2021 (vs YTD)
* Number of US enrolments for Sept 2020 and Jan 2021 (vs Target)
* ROI

To be made SMART once the media plan is agreed: please provide an example of SMART KPIs with your media plan. |

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