

Responses to questions submitted regarding an invitation to provide a tender for the development and delivery of an Integrated Communications Plan for (i) The Live Here Love Here Campaign and ii) The Tackling Plastic NI Campaign.

1. Do funders logos ever need to appear on assets, please supply examples if they exist? *Yes, when it is deemed relevant e.g. billboards and in line with contractual agreements. No examples will be provided.*

2. Have eco-school green flag ambassadors ever been used? Is this possible within the T&C's of the scheme that allows for publicity? *There has not been any above the line advertising using Eco-School Green Flag Ambassadors. This is mainly due to funding restrictions however opportunities for cross programme promotion is encouraged. The T&Cs of the programme states the scheme works to support other Keep Northern Ireland Beautiful initiatives.*

3. Does each of the Local Governments guarantee coverage in social media, websites and magazine? Or is paid for advertising necessary? Do they include the LHLH message as part of events and event clean-ups (Xmas light switch on, Easter parades etc.)? *Coverage is not guaranteed and therefore paid for advertising should be considered. Whilst we encourage partners and councils to support with coverage, partners and participating councils are not contractually obliged to provide this support or share the Live Here Love Here messaging.*

4. Does the current creative need to be used? *No*

5. If it is proposed for re-use what are the associated re-licensing costs/buy-outs for TV. Radio, models etc. *All creatives produced for the campaigns – a TV ad, social media video, poster, etc. – would transfer into the ownership of Keep Northern Ireland Beautiful. However, the core creative concept of the puppet and using him as the means of expressing the key messages resides with the current media provider. Associated re-licensing costs etc. are not available at this point. Interested parties are advised to consider new and innovative methods beyond the current creatives.*

6. The brief mentions the tone should include humour and give a sense of 'edginess' and 'boldness' – has this been the strategy advocated by the incumbent and should bids feel bound to follow it if their desk research strongly suggests another approach is more appropriate. This statement doesn't suggest there would be neutrality when assessing the response if this was not the case. *This was based on previous research but we are open to alternative direction in tone if you can demonstrate impact.*

7. Has any audience segment been undertaken or personae's created that can be shared to better inform the campaign development presented for this response? *Research is undertaken to monitor how audiences engage with the campaign. Our research has identified 18-35-year-old males as the main littering demographic and as a result we have*

worked with Colin Geddis to engage this specific audience through his various personae. All videos are available on Colin Geddis's social media channels. However interested parties should consider opportunities to engage all audiences included in the tender invite.

8. Do any celebrity or local government area ambassadors already exist? Could examples of how they were used be shared? *All ambassador engagement has been promoted on public channels including Live Here Love Here social media platforms. It is the responsibility of all interested parties to ensure they carry out the research relevant to the proposal.*

9. What was the previous weightings for media, PR, design in terms of budgets? *Previous weightings for media, PR and design will not be shared. Interested parties are advised to recommend investment in weightings that will give optimum results.*

10. Is the target audience list ranked in terms of importance? Has there been a deliberate decision to target offenders rather than recruit activists? Can the thinking for this approach be shared? *The target audience has not been listed in terms of importance. Information on previous approaches will not be shared. Interested parties should be creative in their approach to the proposal, we are open to new strategies that can demonstrate impact.*

11. Can a copy of the tracking questionnaire and previous results be shared in full for review? *A previous report outlining the impact of the advertising has been circulated with the responses to this question. The report will not be made available on TED Tenders Electronic Daily. Those who have not received the report but are interested in submitting a tender should email Jodie.mcaneaney@keepnorthernirelandbeautiful.org. This report is confidential and content should not be shared with any parties not involved in this tender process. Questionnaires and further reports will be made available to the successful bidder.*

12. P9 and P10 – The table sets out Aims, Objectives and Key Measures. Are these relevant specifically to the Integrated Comms Plan or to the broader Live Here Love Here (LHLH) programme? *These are relevant to the broader Live Here Love Here Campaign.*

13. P9 – 10 Ambassadors. Above question is relevant but also can you confirm this is one ambassador per Council area, so 10 total. *Confirming there should be one ambassador to champion environmental initiatives in each council area, therefore 10 in total. Please note this number could be increased or reduced depending on investment in future years.*

14. P18-21 Scoring Criteria – For the Proposed Plan, 1000 words is allowed for LHLH Integrated Comms Plan response and 1000 words is allowed for the Tackling Plastics Comms Plan. However, 1000 is only allowed for the joint submission. Would it be possible to increase this to 2000 to reflect the scale of the combined response? *Happy to increase to 2,000 words to reflect scale of the combined response. This has been updated on page 20 of the tender document.*

15. Details of previous campaigns – As the incumbent I'm assuming it's appropriate that we might include LHLH examples within this response. Can this be confirmed? *Confirming*

it is appropriate to add examples from previous work on Live Here Love Here, however all interested parties should consider including examples that demonstrate value and impact beyond work with Keep Northern Ireland Beautiful.

16. Can you clarify this statement on P22: *Tenderers may want to budget separately for each campaign and provide a combined budget based on both campaigns. KNIB reserve the right to accept one, both or none of the submissions made. Interested parties may wish to budget as per the following;*

- 1. Budget for delivery of an Integrated Communications Plan for the Live Here Love Here Campaign*
- 2. Budget for delivery of an Integrated Communications Plan for the Tackling Plastic NI Campaign*
- 3. Budget for delivery of both an Integrated Communications Plan for the Live Here Love Here Campaign and the Tackling Plastic NI Campaign*

Keep Northern Ireland Beautiful may wish to accept option 1 or 2 (listed above) or both (option 3 listed above) or none of the above. If interested parties are considering a combined approach (option 3) this may alter the pricing than if the campaigns were to run separately.

17. P23 – Submitting a tender. Can all of the information requested here which does not fit within the Supplier Questionnaire/Pricing Schedule matrix be included as Appendices, e.g. Health and Safety Policy, Project Team CVs, references, conflict of interest statement, etc.? Yes

17.1 Under point 5 can you advise what is to be included within “Description of your working methods”? *A description of daily operational workings and communication with clients to ensure flow of delivery of work.*

17.2 Under point 9 can you confirm that the Project Portfolio refers to the case study examples that are to be included in the Supplier Questionnaire. If not what is required in addition? *Confirming Project Portfolio refers to the case study examples that are to be included in the Supplier Questionnaire, no further examples are required.*

17.3 Appendices length – presumably each Appendix should not exceed 500 words as opposed to all appendices? *Each Appendix should not exceed 500 words.*

18. P24 Supplier Questionnaires. There are two Supplier Questionnaires included from P24 onwards – one for the LHLH Integrated Comms Plan and one for the Tackling Plastic Comms Plan, but there is not a joint one for the joint submission that relates to the Combined Scoring Criteria as set out at P20.

- 1. Our assumption is that if we are submitting for both pieces of work that this should be done in a joint submission and not two separate submissions.**
- 2. Clarification around this point in particular is critical.**

The tender document has now been updated to include an additional Supplier Questionnaire for the Development and Delivery of the combined Integrated Communications Plan for the Live Here Love Here and Tackling Plastic NI campaign. The additional Supplier Questionnaire is listed as Appendix 3. Appendices are now listed as follows;

Appendix 1 – Supplier Questionnaire and Pricing Schedule

Appendix 2 – Supplier Questionnaire and Pricing Schedule

Appendix 3 – Supplier Questionnaire and Pricing Schedule

Appendix 4 – Keep Northern Ireland Beautiful Media Template

Appendix 5 – Live Here Love Here Brand Guidelines

The updated document will be advertised on the [Keep Northern Ireland Beautiful website](#) and updates will be advertised on TED Tenders Electronic Daily.

19. Can you please advise how many other agencies are being invited to tender? *This is an open tender currently advertised on the Keep Northern Ireland Beautiful website and TED (Tenders Electronic Daily).*

20. Would you be able to tell me who will be on the assessment panel? *Names will not be provided, however the panel will consist of representatives from Keep Northern Ireland Beautiful Board and staff, programme investors and we are also seeking to include a suitably experienced independent panel member.*