

| | Framework | Secondary - Category A (up to 50k) | Secondary – Category B (50 to 150k) | Secondary – Category C (150k +) Stage 1 | Secondary – Category C Stage 2 |
|------------------------------|---|--|--|--|---|
| Methodology (65%) | <p>Understanding of requirement – the context and key issues affecting government advertising</p> <p>Campaign effectiveness – based on 4 case studies to demonstrate:</p> <p>Campaign planning and management</p> <p>Creative development and execution</p> <p>Media strategy, rationale, and value</p> <p>Effectiveness.</p> <p>Case studies should be chosen to demonstrate work across a range of budgets and subject areas. Private sector examples are acceptable.</p> | <p>Quick turn around quotation process – minimum seven working days</p> <p>Limited response covering:</p> <p>Understanding of requirement – the challenges</p> <p>Succinct methodology</p> <p>Proposal for how the campaign should be evaluated</p> <p>To be limited to four A4 pages plus a costed media plan</p> <p>No requirement for creative concepts</p> | <p>Campaign development</p> <p>Understanding of requirement</p> <p>Campaign planning</p> <p>Creative approach</p> <p>Media strategy & rationale</p> <p>Costed plan</p> <p>Campaign evaluation</p> <p>Proposals for evaluation Tools & techniques</p> <p>No page limits</p> <p>No requirement for creative concepts</p> | <p>Campaign development</p> <p>Understanding of requirement</p> <p>Campaign planning</p> <p>Creative approach</p> <p>Media strategy & rationale for outline plan</p> <p>Campaign evaluation</p> <p>Proposals for evaluation Tools & techniques</p> <p>No page limits</p> <p>No requirement for creative concepts</p> | <p>Presentation of concepts and Question and answer session</p> <p>How the creative idea has been developed</p> <p>Creative execution</p> <p>Campaignability</p> <p>Media strategy & rationale Costed plan</p> |

* Where there is a requirement for media planning and buying only, then only the areas of evaluation relevant to media will be scored.

| | Framework | Secondary - Category A | Secondary – Category B | Secondary – Category C C Stage 1 | Secondary – Category C Stage 2 |
|--|--|---|--|---|--|
| Experience & Capabilities (15%) | <p>Company experience</p> <p>Experience and capabilities of agency team</p> <p>Systems & processes</p> <p>Agencies should demonstrate by way of examples:</p> <ul style="list-style-type: none"> • what they did • how did they add value and • what can they bring to competitions within this framework from their experience <p>Examples do not have to be the same as the case studies used for the methodology section above.</p> | <p>Team proposed</p> <p>The key people who will work on the project:</p> <p>Who they are and why they are proposed</p> <p>What can they bring to this campaign from their experience</p> <p>This section limited to two A4 pages</p> | <p>Team proposed</p> <p>The key people who will work on the project:</p> <p>Who they are and why they are proposed</p> <p>What can they bring to this campaign from their experience</p> <p>No limit on pages</p> | <p>Team proposed</p> <p>The key people who will work on the project:</p> <p>Who they are and why they are proposed?</p> <p>What can they bring to this campaign from their experience</p> <p>No limit on pages</p> | <p>Project management capabilities</p> <p>Project management experience, techniques and skills</p> <p>A written summary of what has been presented, the media plan and overall cost schedule to be provided at the end of the presentation.</p> |

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| | Framework | Secondary - Category A | Secondary – Category B | Secondary – Category C C Stage 1 | Secondary – Category C Stage 2 |
|-----------------------|---|--|--|---|--|
| Cost (20%) | <p>Hourly rates for the most senior positions in the following areas:</p> <ul style="list-style-type: none"> • account direction • media direction • creative direction • strategic direction <p>Rates will be added together and scores apportioned on a pro rata basis.</p> <p>Hourly rates for all other staff must be provided - Costs established at framework stage are fixed for all secondary competitions.</p> <p>NB if you do not propose to charge for media direction or other role, state £0 at framework stage.</p> | <p>Direct costs (capped)</p> <p>Indirect costs (spend plus % mark up)</p> <p>Media Commission (spend against % commission rebated)</p> | <p>Direct costs (capped)</p> <p>Indirect costs (spend plus % mark up)</p> <p>Media Commission (spend against % commission rebated)</p> | <p>Costs not evaluated at stage 1</p> | <p>Direct costs (capped)</p> <p>Indirect costs (spend plus % mark up)</p> <p>Media Commission (spend against % commission rebated)</p> |

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DRAFT 23.11.07

Cost example for category A, B and C stage 2

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