

Request for Quotation

Export Plan Marketing Campaign

Requirement

Growth Platform, in partnership with DIT and local Partners are developing an Export Plan. The aim of the export plan is to encourage existing exporters to export more and for aspirational exporters to start exporting. When it comes to exporting, there are barriers to overcome and enablers to support the export journey. The export plan details some of these and outlines what results we should be looking to achieve in the coming years. To do this we need to showcase the benefits of and support available in the export ecosystem.

We require a marketing agency to devise and deliver an export communications plan to communicate the benefits of exporting, as detailed within the Export plan, across Liverpool City Region.

In order to do this, an agency will be required to:

- Develop marketing and comms strategy to deliver LCR Export Plan
- Provide strategic advice and guidance in development of Export Campaign
- Develop content and assets
- Incorporate monthly digital and social media campaign
- Measure and evaluate the performance of the marketing campaign and ROI

Campaign Delivery Overview

Plan and deliver an LCR export campaign incorporating:

- Setting the scene for the LCR Export Position. Promote confidence through our export data.
- LCR Export Champions – Promotion of DIT Export Champions – Their stories
Introduction of Peer to Peer Export Groups
- Enablers for Export
- DIT Suite of services – Multiply – Missions / Marketing Events and Interventions (for example Export Academy)
- Public / Private Interventions
- LCR Assets & Enablers such as LCR4.0 / Sci-tech / Knowledge Quarter / Primes et al
- Sector Focus:
 - Health and Life Sciences Barriers & Enablers
 - Advanced Manufacturing (Chemical) Barriers & Enablers
 - Digital Barriers & Enablers
- Target Markets
 - US Exports
 - Ireland Export Opportunities (Linked to Mission)
- Dovetail into LCR Inward Investment Marketing – One Front Door.

Management & Reporting

This project will be overseen by the LCR Export Manager and the Export Steering Group and the appointed contractor will report to them. This may require attendance at meetings and briefings (on-line) and presentation of findings and proposals.

The final output should be a monthly campaign plan, detailing the above elements and stakeholders.

Deliverable Timescale

Proposed campaign plan developed before 31 March 2021.

Campaign runs 1 April – 31 March 2022

Indicative Budget

Up to £10,000

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (60%)

Supplier should set out how they propose to undertake the work, who will be undertaking the work and demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (20%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly set out how they meet the requirement set out above in an electronic document (word, pdf or similar), the delivery timescale and the cost.

Deadline and Submission

Proposals are required by 21/03/2021 electronically to Ben Flanagan, Export Manager ben.flanagan@growthplatform.org

Date Published

11/03/2021

**Conditions of
Tender**

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.