

Seafish 'Creative Brand Development'

**Responses to clarification questions during the tender period for
TD2022-005**

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QUESTION

1. Will this be an open tender? Will it be going on Public Contract Scotland? It is an open tender?
2. How else is it being advertised?
3. Who is the incumbent agency?

RESPONSE

1. Yes, it is an open tender. As Seafish is a pan-UK company, this tender will be listed on Contract Finder on the Gov site.
2. It is being advertised organically on Seafish social media channels and Seafish.org.
3. No incumbent agency currently on contract.

QUESTION

Regarding the 3 specific B2B audience groups mentioned on p9, is there a deeper breakdown of these, for example showing weightings per sector/regional weightings, and is there a difference in importance between them?

RESPONSE

We do not have this deeper information currently in an externally shareable format, but we do have some insight in pockets on this that could help appointed agency. Audience groups/profiles is a focus area for Seafish work.

QUESTION

Under 'audience profiling', are we utilising/able to access an existing audience base – and do we have access to tools/resources to do this through Seafish channels? For example, do you have industry panels/groups that can be utilised for insights-gathering / audience profile building? We are aware that the Marketing Optimisation Group exists for retailers but are there other groups that could be tapped into for gathering insight?

RESPONSE

The remit of the creative agency will be to help us formalise/visualise the audience profiles, rather than build them.

QUESTION

How is the journey of engagement currently tracked/measured?

RESPONSE

At present, it's not tracked/measured in a meaningful way – it's more of a visionary piece for monitoring our longer-term success. It's one of our objectives for the next 6-9 months, to underpin this and flesh it out.

QUESTION

Under 'brand evolution', regarding the 'Corporate Plan review' will this require strategic input and copywriting or design/artworking only?

RESPONSE

It would only include exploration ahead of future brand strategy work. It would also include design/artworking, but at this stage, no copywriting – that's out of scope.

QUESTION

Under 'brand evolution' there is a reference to new photography – at this stage, are you able to provide an indication of what content this will include so as to determine the cost?

RESPONSE

We do have information but it's not ready to share I'm afraid - in reality we're probably a few weeks away from having anything ready to share with an agency as we'd need to have some wider internal input and prioritisation before we could give any specifics on what we'd want to capture.

QUESTION

Under 'brand evolution' there is a mention of 'providing an overview of existing Seafish design work'. Will this material be provided or should sourcing it be included as part of the scope of work?

RESPONSE

We seek creative design overview/direction for all Seafish design work in 22/23**. We do not need you to provide an overview of existing Seafish design work.

QUESTION

For both 'industry reputation campaign' and 'reactive industry campaign' – what channels do you anticipate these campaigns utilising e.g. OOH/trade PR/social media?

RESPONSE

We do not have any anticipated channels for this activity.

QUESTION

What is the weighting of the 'Seafish priorities to support the seafood sector in the UK,' i.e. is one more of a priority than the others or should they all be treated equally? (p5)

RESPONSE

Seafish has no specific weighting. However, although seafood consumption is fundamental fuel for the industry, taking on recent stakeholder review findings, it's likely there will be less direct brand activity in the C2 area during this tender activity. The Corporate Plan (due early 2023) will provide more of a steer on any particular weighting, and specific areas of focus.

QUESTION

Keen to understand if Challenge 2: Seafood Consumption is a key priority given the focus on B2B audiences? Is this a B2B(2C) situation in the absence of Love Seafood?

RESPONSE

Anything Challenge 2 wise is now B2B focused. There is no B2C remit. There is also very little B2B support for marketing initiatives/activities, other than Seafish staff providing insight and historic expertise at meetings/sessions organised for industry.

QUESTION

Where you reference B2B experience under Selection and Awarding Criteria...is this in the context of a food 'trade body' similar to Seafish?

RESPONSE

Not having worked directly with a public body isn't a deal breaker whatsoever.

QUESTION

Column 3 on page 8 lists an overview of the activities and deliverables with an asterisk which is then elaborated on at the bottom of the page: "All work within scope should be produced solely by the appointed partner and not sub-contracted to third parties."

I would like to know how strict this is. The reason I ask is that very few agencies who would undertake the work for the budget proposed would have a full in house photography and videography team. We have a pool of photographers and videographers we select from depending on the work - I'm sure you realise that a brilliant portrait photographer may not be suitable, for example, for architecture work and so on. Can you give some guidance around this?

RESPONSE

We'd expect all outputs to be designed/delivered in house; however, we understand that many agencies do not have the likes of an inhouse photographer so wouldn't penalise for this. We have worked with agencies who have a pool of photographers to pick from based on the output need - and are comfortable with this.

QUESTION

In our response, you are looking to see a 'detailed plan specifying timescales for the projects'. However, 'brand evolution', for example, would be an ongoing project across the contract. And for 'industry reputation campaign' the list of deliverable assets would define the length of time for that stage. We can of course, based on our experience, provide indicative timelines for concept creation, development, and potential assets etc – would this be acceptable?

RESPONSE

Yes, indicative timelines based on your previous experience is absolutely acceptable.

QUESTION

Regards the Final Challenge question; may we ask what the requirements for the presentation will be? For example, do you expect there to be a creative proposal requirement for the Final Challenge presentation?

RESPONSE

Yeah, there will be a creative proposal element for the final challenge question - but it will very reasonable.

QUESTION

1. Does the £30k budget for Brand Evolution include the cost for filling all 'content gaps', as this will be an unknown until the project is underway?
2. The budget footnote mentions no work to be sub contracted, is this only in reference to the project tasks specifically (so not photography/videography etc)?
3. Project timescales – How much detail do you require? Are there key deadlines you need to hit for each project?
4. Can we have an indication of scope for the 'Final Challenge Question'? Would be good to understand how much additional work is required beyond the initial tender response (will it require a creative response, strategic response, informal discussion etc.)

RESPONSE

1. This budget does include filling content gaps; however, we understand it may not cover every single content gap depending on the volume.
2. We'd expect all outputs to be designed/delivered in house; however, we understand that many agencies do not have the likes of an inhouse photographer so wouldn't penalise for this.
3. Top line detail is adequate. Project deadlines are yet to be confirmed.
4. There will be a creative proposal element for the final challenge question - but it will be very reasonable. Applicants will receive more information of the Final Challenge question at the time of shortlisting.

QUESTION

(In 2020, a more refined tone for the brand was developed, including repositioning Seafish as a more 'approachable, supportive facilitator'.) In 2022 and beyond, will this approach continue to define the Seafish brand going forward?

RESPONSE

Yes.