

Marketing Services Brief

This document sets out Locate in Kent's brief for Marketing services to support with content, PR and inward investment lead generation.

1. About Locate in Kent

As Kent and Medway inward investment agency, our strategic aim is to secure new investment for the region to create and safeguard jobs. We do this by promoting key sector opportunities and providing an extensive package of free support to potential domestic and foreign investors.

We help with:

- Property searches and development plans
- Connections to academic contacts for access to cutting-edge innovation and talent pool
- Introductions to business support professionals to get Kent operations up and running as quickly as possible
- Identifying local partners and suppliers
- Providing advice on financial support that may be available to locate or expand in Kent
- Connections to the local and global business networks

Since forming in 1997, we've already helped thousands of companies realise their ambitions in Kent.

2. Key stakeholders

Gavin Cleary has been Chief Executive of Locate in Kent since 2018. Our Board members have a wealth of public and private sector experience – across a range of industries - and are all well connected at regional, national and international level.

We are an independent not-for-profit funded by Kent County Council and Medway Council, and supplemented by public and private partnerships.

Our directors sit on the board of several special purpose vehicles driving economic growth and prosperity in the region such as the Kent and Medway Economic Partnership (KMEP) and the Growing Kent & Medway Partnership (GKMP) focused on innovation in the food growing and processing sector

We run various membership groups that play a huge role in attracting investors to the county:

- Kent Developers Group
- Kent Housing & Development Group
- Co-working collective

We are also delivery partners of the Creative Estuary (part of the Thames Estuary Production Corridor) and Innovation Park Medway (part of the North Kent Enterprise Zone) projects leading the placemaking, branding and lead generation workstreams.

We support and collaborate with various academic, private and public sectors organisations on projects such as grant funding programme, accelerators, skills report, conferences and events.

3. Objectives

The successful agency will work with us to deliver high-impact inward investment and stakeholder management campaigns and:

- Create high impact content to promote sector-based opportunities and generate inward investment leads
- Create best-in-class assets and resources to support potential investors
- Elevate and cement Locate in Kent's position as the inward investment and economic development authority in the region

4. Contract and timings:

This contract is for the period 1 November 2021 to 31 March 2023, subject to Locate in Kent standard terms and conditions. An extension may be considered.

5. Budget and resource allocation:

The budget for this service contract is £90,000 + VAT and - for activation purposes - should be broadly split as follows:

- Inward investment: 70%
- Brand positioning/stakeholder management: 30%

The budget is inclusive of deliverables, campaign management tools and support costs such as meetings and reports which will include:

- A weekly activity report
- A monthly outcome report and activation meeting
- A quarterly review and planning meeting

6. Scope of work:

The selected agency will be responsible for:

- Researching and creating compelling opportunity-led content in line with our sector value propositions including thought-leadership pieces, lead magnets, pitch decks etc
- Managing web content production for our blog and campaign landing pages – working closely with our in-house team on user experience, testing and on-going management/refinement
- Re-purposing and optimising old content for better performance – top, middle and bottom of funnel
- Creating unique and stand out campaign visuals

- Making recommendations for content promotion and distribution making best use of existing channels
- Tracking and reporting on campaign performance

The agency will work closely with the Locate in Kent in-house team, specialist inward investment lead generation agency and graphic designers.

As a rule of thumb, we will use freelance graphic designers for run-of-the-mill collateral such as stationery and branded templates, non-campaign specific digital and social assets.

7. Target audience:

We are focusing our inward investment activity in markets that have robust base economies, and to attract resilient sectors where we have a good proposition.

- Markets: Canada, Germany, Hong Kong and India
- Sectors: Digital/Creative, Film/TV production, Food/Ag Tech and Life Science

8. KPIs:

Exact KPIs will be agreed at time of contract award and will include:

- Lead generation in key target markets
- Engagement
- Brand visibility and recall in target markets and sectors

9. Attributes of agencies:

Technical competences:

We're looking for an agency with:

- A proven track record in PR, content and inbound lead generation
- Experience of inward investment, business destination marketing or placemaking
- Ideas and creativity
- An established network of contacts relevant to the brief

Soft skills and culture fit:

Our business is incredibly fast moving; our team is juggling multiple projects with multiple stakeholders at a time; our systems and processes are improving but still basic so to work well with us, you will also need:

- To be operational quickly
- To be agile and able to work to fast-turnaround

- To have strong project management skills and processes
- Problem solving skills
- An eagle eye for detail

Last but not least, you will have the structure and the willingness to commit to working with us for the duration of the contract.

10. Tender process:

The competitive tender process will consist of two stages:

1. Tender submission
2. Pitch

11. Tender submission:

You will need to submit a document with the following:

- a. Your understanding of the challenges with inward investment
- b. Your understanding with the Marketing & Sales process for inward investment
- c. How you would approach the brief
- d. Examples of clients and campaigns you've worked on relevant to the brief
- e. How you would best utilise the budget - including account management, planning, content production, creative, promotion etc
- f. Why you're the best agency for us
- g. Who will work on our account and why

Tender responses will be assessed using the following criteria:

Item	Weighting
Project <ul style="list-style-type: none"> - Understanding of our business and challenges - Understanding of our brief - Proposed approach and high-level ideas - Long term commitment to us - Proven experience of inward investment, business destination marketing or placemaking 	35%

- Costs breakdown	
Technical - Overall confidence in your content marketing, PR and Inbound lead gen competences - Case study examples that are a good fit to us	50%
Soft skills & culture fit: - Confidence and fit of delivery team - Project/campaign management - Problem solving	15%
TOTAL	100%

We will score each section separately on a 0-10 points range.

- 0-3 points = Poor
- 4-5 points = Acceptable
- 6-8 points = Great
- 9-10 points = Outstanding

Agency scoring the highest overall will be invited to the pitch stage to present their tender submission to our panel.

The pitch panel will consist of the following people:

- Gavin Cleary – CEO, Locate in Kent
- Christine Moses – Head of Marketing, Locate in Kent
- Sarah Bittorf – Digital Marketing Manager, Locate in Kent

Pitches will take place on 21 October 2021 and - Covid situation permitting - will be face-to-face at our Ashford offices.

Scoring at this stage will focus on:

- Ideas around content, stories and creative

- Formats and Channels
- Budget breakdown
- Analytics and reporting

We're not asking for a lot of details, but this is your opportunity to show us how you're approaching the brief and showcase your creativity. We would also like to meet the delivery team and assess culture fit.

Item	Weighting
Content, stories and creative ideas	40%
Formats and channels	10%
Budget breakdown	25%
Analytics and reporting	10%
Culture fit	15%
TOTAL	100%

Again, we will score each section separately on a 0-10 points range.

- 0-3 points = Poor
- 4-5 points = Acceptable
- 6-8 points = Great
- 9-10 points = Outstanding

The agency scoring the highest overall will be awarded the contract.

Please note: We are happy to receive tender submissions from agencies who subcontract part of the service. We also reserve the right to appoint more than one agency to fulfil our requirements at our discretion.

12. Tender process timetable

24 September 2021	Tender sent out
13 October 2021	Closing date for submissions
18 October 2021	Successful agencies invited to pitch



21 October 2021

Pitch presentation

26 October 2021

Contract awarded

01 November 2021

Contract commences

Tender submissions should be emailed to marketing@locateinkent.com by 5pm on 13 October 2021.