

**Media Tender
ActionAid UK
Request for Proposal**

ActionAid UK
33-39 Bowling Green Lane,
London EC1R OBJ

Tel: 0203 1220561
www.actionaid.org.uk

Table of Contents

1	Copyright Information	2
2	Document History	2
3	Glossary	3
4	Organisation Information	3
5	Current Situation Overview	4
6	Tender Purpose & Scope	5
6.1	Project objectives	5
6.2	Project scope	6
7	Requirements Detail	8
8	Vendor Instructions	9
8.1	Schedule for Evaluation Process	10
8.2	Proposal Submission & Contact Information	10
8.3	Proposal Format	10
8.4	Notifications	10
9	Basis of Award	11

1. Copyright Information

This document is the proprietary and exclusive property of ActionAid UK (referred as ActionAid UK) except as otherwise indicated.

No part of this document, in whole or in part, may be reproduced, stored, transmitted, or used for design purposes without the prior written permission of ActionAid UK.

The information contained in this document is subject to change without notice.

The information in this document is for information purposes only.

2. Document History

Version	Date	History	Name
1	22/01/2021	Initial version	Dawn Mackie
2	01/02/2021	Campaign manager review	Kat Moser, Vicky Hayles, and Kath Blaize-Smith
3	08/02/2021	Head and Director review	Peta Walmsley and Kath Blaize-Smith
4-5	15/02/2021	Final review and amendments	Dawn Mackie, Peta Walmsley and Kath Blaize-Smith

3. Glossary

AA	ActionAid
AAUK	ActionAid UK
Links	New financial supporters of AAUK
DRTV	Direct Response Television
OOH	Out of Home
MSA	Motorway Service Area
CS	Child Sponsor
RG	Regular Giver
SMS	Short Message Service
RGPSMS	Regular Giving Premium SMS

4. Organisation Information

ActionAid works for a world where the most vulnerable and forgotten can become valued and powerful.

Our top priority is to end the inequality that keeps women and girls locked in poverty, and to restore the rights denied them from birth.

We want to see women and girls out of danger, out of poverty and on track to create the future they want.

We work across Africa, Asia and Latin America, every day, all year round.

We listen to, learn from and work in partnership with 15 million of the world's poorest and excluded people.

More information on the organisation will be made available upon request or can be accessed through our website www.actionaid.org and www.actionaid.org.uk

5. Current Situation Overview

ActionAid UK is part of the ActionAid Federation, and as such plays a key role in global fundraising. ActionAid UK is dependent on systems and technology to deliver the key strategic objectives and the out-sourcing partner will play a key role in supporting our ambitions laid out in our strategy.

The Acquisition team at AAUK recruit new supporters and raise income through a diversified range of channels inclusive of; DRTV, face-to-face fundraising, door drops, social media, paid search and display. The main aim of the Acquisition team is to recruit new committed givers (links) to donate a regular (usually monthly) gift via direct debit or recurring card payments, and who continue to give over the long-term to support ActionAid's work into the future.

The default/suggested RG monthly gift online is £7 per month and offline between £2-£10 per month. Minimum monthly gift for CS is £19.50. More detail can be found on the [AAUK website](#).

Media activity and agency relationships are managed by the Individual Giving Acquisition team. Action Aid run a diversified recruitment programme and as such require agency support and advice for all media buying and scheduling for multiple campaigns. These include DRTV, Door drops, Inserts and OOH activity.

DRTV

AAUK have been running DRTV ads for around 6 years across the UK. Standard activity includes concurrent running of various ad creatives across a range of TV channels. These include asks for CS, RG, and RGPSMS to recruit new links for AAUK.

Prospective links are required to call AAUK's call centre agency partner to set up a regular donation, or to send a SMS to the provided number and keyword to sign up for a RGPSMS.

Door drops & Inserts

AAUK more recently tested a Door drop campaign (cash ask) in 2020 which exceeded target volume and income.

Plans for 2021 include a Door drop campaign followed by an Inserts test later in the year (both likely to be RG asks). These are to be distributed to postcodes and circulations across the UK.

OOH

AAUK have been running Out of Home campaign ads since 2015 to recruit one-off SMS donors. Follow up calls attempt to convert these supporters to RG links. This activity currently comprises of panel ads in female washrooms in MSA's and female and male washrooms in National Rail stations in Northern and Southern regions of England. The former are scheduled bi-annually (every 6 months) and the latter on an annual basis.

Shopping centres have also been an area of activity in the past, however due to the current climate and relative success with MSA's, shopping centres have not been included in our OOH planning for 2021.

There are also plans in Q2 of 2021 to run an initial test of train panel ads.

6. Tender Purpose & Scope

This request for proposal (RFP) is developed by AAUK and is an invitation for agencies – with established previous charity fundraising experience - to pitch for the provision of Media services.

6.1 Objectives

This partnership's purpose will be to deliver the briefed media needs of the individual giving programme annually, and will be appointed with a view to contract an agency for a period of 3 years.

General

- Work with AAUK to recruit new long-term financial supporters (links) for the charity via promotion of SMS, CS and RG offers.
- Work with AAUK to occasionally utilise brand campaigns and PR moments to reach a wider cold audience where appropriate and where briefed.
- Work with AAUK to undertake any research into media activity, develop compelling creative (where applicable), and advise on appropriate supporter journeys where possible.

DRTV

- Conduct annual media buying for DRTV activity across a range of TV channels month-by-month
- Optimise media buying activity for DRTV activity to improve performance.

Door drops & Inserts

- Conduct media buying for Door drops and Insert activity.
- Enhance Door drops and Insert activity through informed and strategic media buying and evaluation.

OOH

- Conduct media buying for OOH activity on a bi-annual basis (every 6 months).
- Optimise OOH performance through targeted media buying and demographic analysis.

6.2 Scope

General

- Work with AAUK (and relevant agencies) where applicable to improve multi-channel attribution analysis.
- Propose areas of testing based on previous performance and/or sector analysis.
- Optimise campaigns based on learnings to ensure key metrics are met or exceeded (both soft metrics and annual targets such as recruitment volumes, CPA, income etc.).
- Provide updates as standard to review campaign performance against KPI targets, evaluate any issues and provide recommendations to optimise performance as below:
 - Day-to-day campaign management
 - Weekly reports on campaign performance
 - Weekly update calls/meetings
 - Monthly or quarterly campaign reviews/strategy planning sessions
- When requested, provide input and consultation on campaign creative to improve performance.

DRTV

- Liaise directly with TV sales houses to obtain the best rates for AAUK and negotiate and develop plans for DRTV activity.
- Provide media plans on a monthly basis in advance detailing the following per channel/sales house:
 - Proposed spend
 - Projected impacts
 - Projected spot volume and frequency
 - Projected offline response
 - Projected attributable online response

- Proposed scheduling
- Provide weekly spot schedules to AAUK and call centre agency partner.
- Liaise with AAUK appointed supplier to arrange monthly playouts to TV sales houses.
- Produce weekly results reports, indicating delivered impacts, responses, and conversions.
- Draw on expertise from insight providers and analysis tools to optimise DRTV performance where possible.

OOH

- Liaise directly with OOH media owner to obtain the best rates for AAUK and negotiate and develop plans for National Rail and MSA washroom panel activity.
- If required (following test performance), liaise directly with the media owner to obtain the best rates for AAUK and negotiate and develop plans for Train panel activity.
- Provide media plans for OOH activity on a bi-annual (MSA) and annual (National Rail) basis at least 2 months prior to launch of activity inclusive of:
 - Breakdown of targeted regions by panel volume and cost
 - Rationale for selected regions and projected, phased returns
- Produce fortnightly OOH reports indicating actual delivered panel volumes, response rate, SMS volumes and cost per SMS.

Door drops & Inserts

- Liaise with publication houses/door drop media provider to negotiate rates for AAUK and obtain the optimum reach for AAUK's materials.
- Work with AAUK to use relevant decile analysis and geodemographics to optimise performance.
- Provide media plans as required for roll out of each campaign as per the following:
 - Month 1 – proposed publications/category split (Inserts) and demographic/profiling selections (door drops) along with proposed budget
 - Month 2 - confirmed publications/profiles & tests with expected reach and ROI
 - Month 3 – distribution
 - Month 4 - Rollout

7. Requirements Detail

In order to successfully manage AAUK's Media campaigns, it is expected that any prospective agency will be able to demonstrate the standards and expertise detailed below;

- Extensive experience of running media campaigns for DRTV, Door drops, Inserts and OOH/Washroom for mass fundraising marketing purposes
- Appropriate account management experience and expertise.
- Experience of working with charities – specifically demonstrating an understanding of individual giving
- Understanding and application of geodemographic data and profiling through identification of regional factors and trends with demonstrable experience of applying it to fundraising activities
- Ability to improve and optimise strategies in order to maximise income and audience performance.
- Up to date knowledge of key industry regulation, legislation, and codes as per regulatory bodies inclusive of DMA, CAP, ICO, IoF, Fundraising Regulator etc.
- Employee recruitment/payment structure in line with AAUK's values and policies.

Please submit a proposal that should not exceed an annual total spend of £1,900,000. It is anticipated that any accepted contract will operate for 36 months (with an annual review for each of the 3 years of this contract).

Activity is scheduled to begin in July 2021. Quarterly reviews will be held to assess supplier performance. If performance is not in line with agreed standards, the contract may be terminated ahead of the contract end-date.

8. Vendor Instructions

We would like you to develop a proposal outlining what makes your agency best placed to deliver growth in AAUK's high performing acquisition programme.

This can be in a format of your choosing (we recommend a PP deck) and, if invited to interview, you will be asked to deliver a 45-60 minute presentation as to ensure there is time for questions and answers.

Please detail the following in your proposal:

- Your initial assessment of AAUK's current media activity and any recommendations you have for the programme based on the information provided.
- How you could add value to AAUK's media programme and performance if you win this bid.
- Any relevant insights around the changing landscape with regards to media activity, particularly inclusive of those in the charity fundraising market.
- Demonstrable experience and successes with DRTV, Door drop, Inserts and OOH campaigns, particularly within the charity sector.
- Agency fees and as well as retainers and any ongoing campaign activity charges/rates.
- The account team involved that will work on our account day to day (level of experience and time allocation).
- How you would work with us – both in year 1 and also for an extended partnership.
- How you would transition your new approach into the account with minimum disruption to AAUK's current media activity.
- Please also include what you would also require from us as, your client, in this partnership.

Please assume an annual total media expenditure budget of circa. £2M.

For the purpose of this pitch, please assume an allocation of media spend by channel as follows:

DRTV – 82%

OOH – 15%

Door drops & Inserts – 3%

8.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows:

Process step	Date
RFP & Tender documents distributed to vendors	Friday 19th February 2021
Deadline for RFP responses	Friday 5 th March
Vendor interviews	Monday 15 th and Wednesday 17 th March
Selection of vendor/Feedback	Tuesday 23 rd /Wednesday 24 th March
Contract negotiation	From w/c 29 th March
Contract begins	1 st July 2021

8.2 Proposal Submission & Contact Information

Please submit a copy of your proposal, including any supporting documentation to:

Name	Contracts and Procurement Team and UK.IGprocurement@actionaid.org
Company	ActionAid
Address	33-39 Bowling Green Lane, London, EC1R 0BJ
E-mails	commercial.uk@actionaid.org UK.IGprocurement@actionaid.org

Contact Person(s) for any questions about the RFP by email only.

UK.IGprocurement@actionaid.org

Dawn.mackie@actionaid.org

8.3 Proposal Format

A vendor's internal template for responses to RFP will be accepted.

8.4 Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

ActionAid commit to responding to all queries within 1 working day of vendor requests.

9. Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the Media RFP Review Team.

Evaluation and selection of vendors to provide products and services as defined in this RFP to ActionAid UK will be based on the following criteria, which are given in no specific order.

- Value/Price
- Strategic recommendations
- Cultural fit
- Depth and fit of overall experience
- References provided
- Expertise of proposed team
- Time taken to have a working solution in place

Weighting to scoring will be determined along these areas:

Value/ Price	Strategic recommendations	Cultural fit	Depth of experience	References	Expertise of team	Time taken
20%	20%	10%	20%	10%	15%	5%

The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of;

Joanna Kinson (Contracts and Procurement Manager, AAUK)

Peta Walmsley (Deputy Director of Individual Giving, AAUK)

Kath Blaize-Smith (Head of Acquisition, AAUK)

Kat Moser (Senior Acquisition Campaign Specialist, AAUK)

Dawn Mackie (Individual Giving Manager, AAUK)

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK.

If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.