



Appendix 1- Creative Agency Scope

FOR

Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard (2025 Issue)

Reference: NMRNO.2025.014

Appendix 1

Section 1 - Background

Introduction

This brief is issued by the National Museum of the Royal Navy Operations (NMRN Operations) and the Mary Rose Trust (MRT) for the provision of creative agency services to deliver a yearlong advertising campaign for Portsmouth Historic Dockyard (PHD), covering the financial year 2026–2027, with potential for a second year 2027–2028.

Portsmouth Historic Dockyard, jointly operated by the award-winning partnership NMRN and MRT, is one of the UK's leading visitor attractions, welcoming over 800,000 visits annually. Situated in the heart of Portsmouth Harbour, PHD offers a one-of-a-kind experience, telling the fascinating stories of 500 years of maritime history through nationally and internationally significant ships, museums, and collections.

We are seeking a dynamic, thought-provoking, and engaging campaign that captures the breadth and appeal of PHD's offer and positions it as a must-visit destination for audiences looking for the ultimate day out.

Working with our priority audience segments the campaign will need to appeal to existing audiences and reach new audiences across the marketing mix. The campaign will provide a rich stream of inspiration for all aspects of marketing work undertaken at PHD from outdoor destination campaigns to organic socials.

The 2026–2027 campaign coincides with an exciting milestone: the launch of the Royal Marines Experience, a new museum at PHD developed by the National Museum of the Royal Navy. The new museum will take visitors on a journey through 400 years of Royal Marines history, featuring inspiring stories, interactive challenges, and object-rich displays.

This document provides you with:

- Further information on National Museum of the Royal Navy, Mary Rose Trust and Portsmouth Historic Dockyard
- Scope of services being procured
- Process for response

1.1 Portsmouth Historic Dockyard (PHD) Background

PHD is currently the home to:

- **The Mary Rose Museum – operated by MRT**

The Mary Rose was the flagship of Henry VIII that served in his fleet for 34 years before sinking during the Battle of the Solent in 1545, with the king watching from nearby Southsea Castle. Her remains were raised in 1982 and are now on display along with thousands of the original objects recovered alongside the ship, giving a unique and moving insight into life in Tudor England. The Mary Rose is the only ship of its kind on display anywhere in the world.

- **National Museum of the Royal Navy Galleries – operated by NMRN**

The National Museum of the Royal Navy Portsmouth showcases treasures from the past 350 years and examines the common threads which link the sailor of England's 'Wooden Walls to the professional crews of today' across a series of galleries.

- **HMS Victory – operated by NMRN**



One of the most celebrated warships in Britain's naval history, visitors can see HMS Victory through Vice-Admiral Lord Nelson's eyes as his flagship is presented as she was in her Georgian heyday. Soak up the atmosphere as the ship and her crew get ready for the Battle of Trafalgar, see where sailors and officers ate and slept, and feel the drama and impact of the day that changed history forever.

- **HMS Victory Gallery: The Nation's Flag Ship – operated by NMRN**

Discover the extraordinary story of this National Treasure from acorn to icon. The gallery details the extraordinary story of the oldest naval ship in the world still in commission and explores her lesser-known history from construction through her illustrious career and meet some of the people who have worked on her.

- **Victory Live: The Big Repair – operated by NMRN**

Get under the skin of HMS Victory and learn about the once-in-a-lifetime project to fight the impact of moisture, fungus and pests that threaten her; meet the incredible teams fighting to protect her and see her as never before by climbing aboard the scaffold that encases her in this unique and ground-breaking experience.

- **HMS Warrior – operated by NMRN**

Climb onboard the largest, fastest and most powerful warship of Queen Victoria's fleet, HMS Warrior and experience life onboard to reflect the crews experience of a Victorian battleship in 1860.

- **HMS M.33 – operated by NMRN**

Descend into the bottom of the dock and step aboard HMS M.33, the only British warship from the First World War that is open to the public in England. Immerse yourself in the stunning battle experience, hear the stories of the men who served on board and the bloody history of the Gallipoli Campaign which brings HMS M.33's remarkable history to life.

- **Boathouse 4 – operated by Portsmouth Naval Base Property Trust**

Boathouse 4 was built in 1939 in response to the need for a rapid rearmament programme prior to the start of World War II. This vast building, incorporating its own dock and locks, is typical of 1930s military industrial architecture and houses boat building courses and training centre.

In addition, there is a **Harbour Tour** and **Water Bus service** (operated by a third party on behalf of PHD Operations) which provides visitors with the opportunity to get on the water and also to reach Gosport where they can visit:

- **Royal Navy Submarine Museum and HMS Alliance - operated by NMRN**

Discover HMS Alliance, the only remaining Second World War era submarine. Explore the decks and narrow corridors, look through the original periscope and hear the stories of those who served onboard.

- **Explosion Museum of Naval Firepower – operated by NMRN**

Uncover the incredible stories of designers, makers, and seaman who worked on armaments over the centuries and listen to first-hand accounts of the munition workers who dealt with dangerous materials. Also, home to new permanent gallery; **The Night Hunters: The Royal Navy's Coastal Forces at War**. Discover the high-risk, high-octane operations of the coastal forces in both world wars.

Both sites are accessible via a free waterbus service for those with an Ultimate Explorer ticket. There are also Harbour Tours available for visitors that give excellent tours of Portsmouth Harbour. PHD, as



a heritage attraction, sits within the still-active Portsmouth Naval Base providing a direct connection between the history of Britain's maritime heritage and the workings of the modern Royal Navy.

PHD also hosts special exhibitions and events, organised by the site partners, which are aimed at various audiences and seek to drive additional value into the ticket by encouraging repeat visits and deepening engagement. This is also crucial in driving repeat purchases.

More about the partners

Portsmouth Historic Dockyard (PHD) is the destination brand. Geographically, it is located adjacent to His Majesty's Naval Base Portsmouth, one of three operating bases in the United Kingdom for the Royal Navy. It is the headquarters for two-thirds of the Royal Navy's surface Fleet and the oldest naval base in the services history.

Maintenance and guardianship of the historic PHD estate is managed by our landlords the Portsmouth Historic Quarter who also operate some areas of the site directly. They offer free access to the site through the Heritage Quarter Pass (HQP), and to the attractions in their care which include restaurants, shops and boat building training facilities. They also have a collection of historic vessels which visitors can take a ride on for an additional charge.

The PHD brand however, is marketed and operated jointly by NMRN in partnership with the Mary Rose Trust (MRT), since August 2020 via PHD Operations introduced a joint ticketing offer. This enables visitors to purchase one ticket and visit all attractions on site under their care as well as the free assets offered by the HQP.

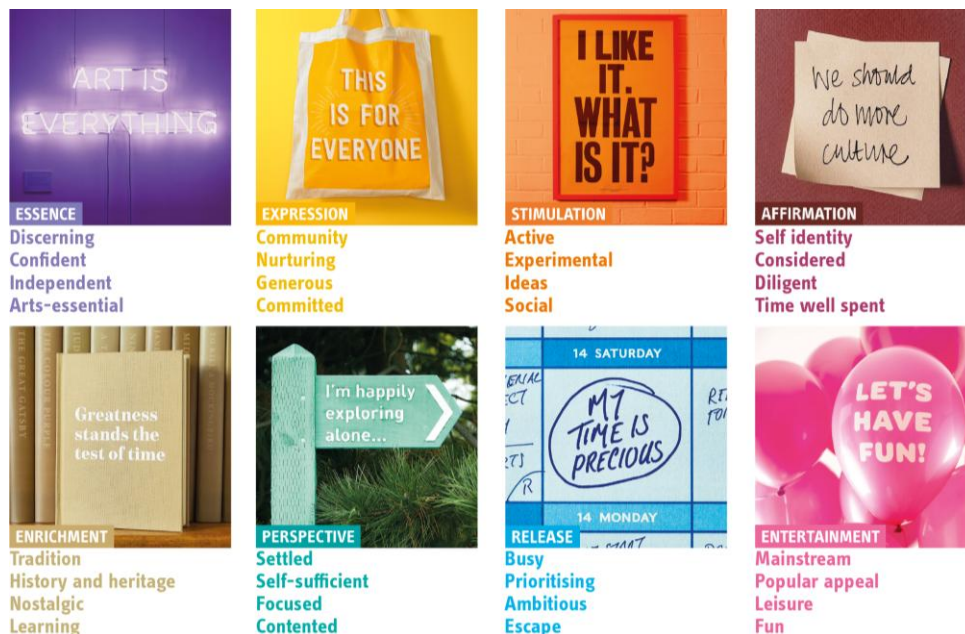
The National Museum of the Royal Navy was established in 2009 and is the youngest national museum in the UK. It tells the story of the four fighting forces of the Royal Navy, Royal Marines, Fleet Air Arm, Submarine Service and the Surface Fleet. The Museum group includes the National Museum of the Royal Navy Portsmouth, Fleet Air Arm Museum, Royal Navy Submarine Museum with HMS Alliance, Explosion the Museum of Naval Firepower, HMS Victory, HMS Caroline, HMS M33, HMS Warrior and NMRN Hartlepool (including HMS Trincomalee).

The Mary Rose Trust is a limited charitable trust, formed in 1979. It is responsible for conserving and displaying the Mary Rose hull and her unique collection of 19,000 artefacts for this and future generations. MRT is also responsible for developing the museum as a world-class visitor experience and as a scientific and educational resource. MRT's new museum opened in 2013, after securing over £23M in funding to build an immersive, atmospheric, interactive and modern museum that is fully accessible.

SECTION 2

2.1 Portsmouth Historic Dockyard Audiences

In 2023 research was undertaken by [Morris Hargreaves McIntyre](#) giving us insight into our current and potential audiences. Using quantitative and qualitative research to survey people with an interest in days out and heritage using their psychographic profiling system, Culture Segments. Helping us understand national and local markets and see where there is opportunity for audience growth. Some of the detail of their findings shared below, however a much fuller set of intelligence will be provided to the successful service partner.



The research focused on:

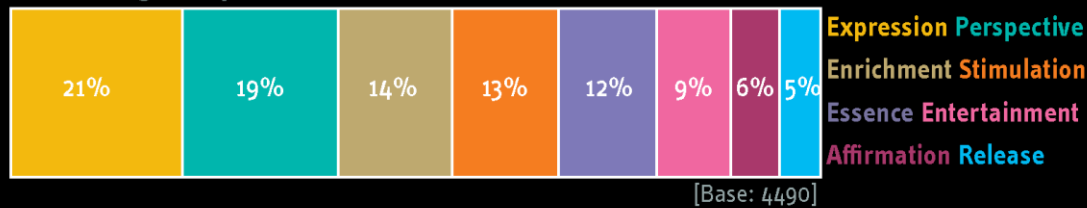


2.2 Current Audiences

Recent visitor survey data from 2024 indicates that PHD is currently perceived as a specialist offer, which is reflected in the profile of its core audience. The majority of visitors are older adults not attending with young children, typically living 60 to 120 minutes' drive time from Portsmouth.

Using the MHM segmentation system, [Culture Segments](#) we can see that our largest proportion of current audiences fall into Expression (21%) and Perspective (19%) segments.

Culture Segment profile for PHD

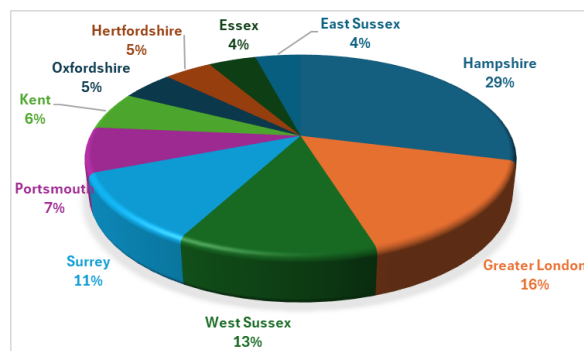


We also hold data on the number of visits we have:

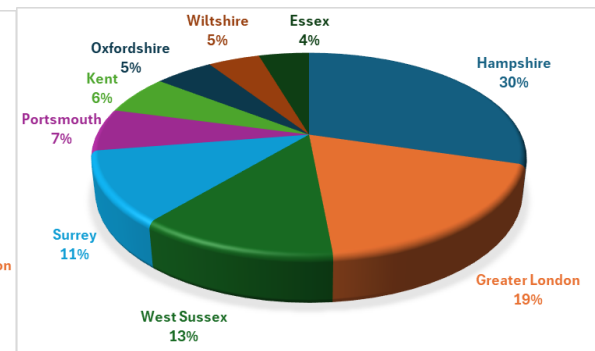
Year	Total Visits (including returners and frees)	Paying Visits
August 2020 – March 2021 inc closure over November 2020 and Jan – March 2021	55,342	40,366
April 2021 – March 2022 inc closure April 2021 – May 2021	354,527	205,819
April 2022 to March 2023	718,990	508,872
April 2023 to Feb 2024	873,491	605,430
April 2024 to March 2025	868,252	*number not available due to cyber attack

Visitor Locations

April 24 – March 25



April 25 – August 25:



The geographic origin of PHD's visitors is fairly stable year on year, with consistent patterns in regional and national visitation:

- Local Catchment (0–60 minute drive time): 36% of visitors come from Hampshire, including Portsmouth
- Regional Corridor (60–90 minute drive time): A significant proportion of visitors travel from West Sussex (13%) and Surrey (11%), forming a key corridor of engagement along the A3
- Metropolitan Reach (90–120 minute drive time): Greater London is the second largest single source area, with visitors primarily coming from outer boroughs such as Kingston, Richmond,

and Croydon. This demonstrates PHD's appeal beyond the regional catchment and into a major metropolitan market.

- Extended Catchment (2–3 hour drive time): There is additional engagement from counties including Kent, Oxfordshire, Hertfordshire, Essex, and East Sussex, indicating potential for growth in longer-distance day trips and short breaks.

2.3 Potential Audiences

While our current audiences remain important to us, our recent research with MHM shows limited growth potential within the existing core segments particularly those within the 0–60 minute drive time, which is now considered saturated.

From the MHM research, we undertook an exercise in 2024 to develop an audience prioritisation matrix to help us to inform our marketing campaigns. The following segments were identified as the ones that had the largest market share and highest propensity to visit.

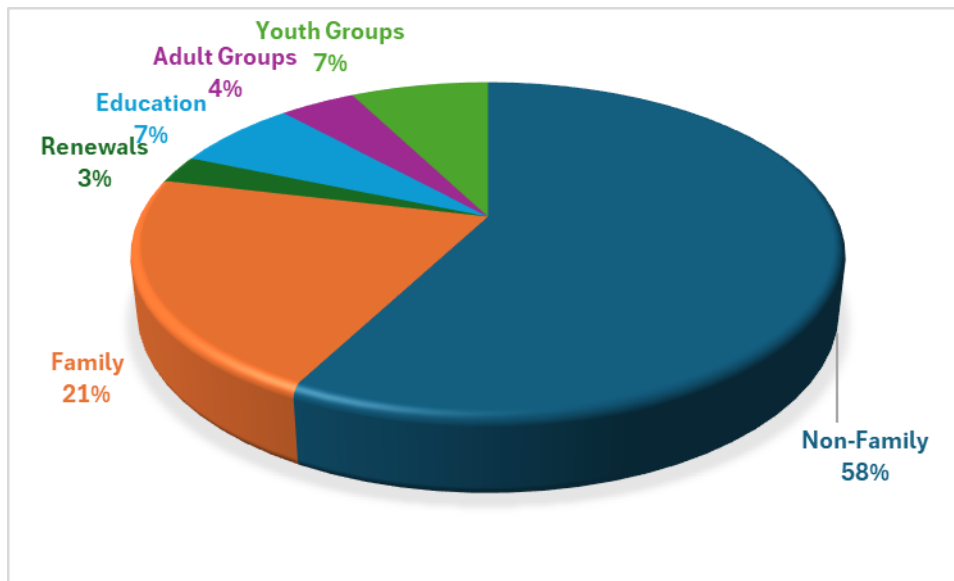
			
Expression	Affirmation	Stimulation	Perspective
Nurturing Committed Community Generous	Considered Self-identity Diligent Time well spent	Active Experimental Ideas Social	Fulfilled Self-sufficient Focused Reflective
People people	Nothing happens by accident	All about the big idea	Happy in their own bubble
'Celebrate' 'Dream' 'Get involved'	'Admired' 'Absorbing' 'Experiential'	'Edgy' 'Best kept secret' 'Adventure'	'Self-development' 'Learning' 'Meaningful'
Living life to the full: fun-loving, with a wide range of interests Community and family: enjoy inclusive activities and sharing experiences with others Civic responsibility: Support organisations who promote egalitarianism, access and democracy	Personal development: made a conscious decision to embrace more culture Quality experiences: looking for wholesome learning that helps them feel good Doing the right thing: careful researchers, want to be recognized as going to interesting places	Enjoying life: live in the moment, seek out the new and extraordinary Ahead of the curve: like to make discoveries first and see things before everyone else Spectacle: looking to be amazed, from risk-taking and rule breaking to the special and intimate	Fulfilled: happy doing their own thing, focused on a limited no. of interests Individuality: seek out private experiences, where stimulation is quite personal Thinkers: enthusiasm for their particular interests, motivated to focus their time in ways that relate

- Expression is our biggest audience share both in terms of current audiences and potential audiences.
- Affirmation is our second largest market opportunity audience. Currently only 6% of our audiences come from this segment.
- Stimulation is an important audience to us but attracting them is a medium to long term goal.
- Perspective is currently our second biggest audience. This audience have a natural affinity to our offer. Whilst not the segment our marketing campaigns will be targeted at, they are important to us.

We would like the new campaign creative to resonate strongly with the Expression, Affirmation and Stimulation audience segments.

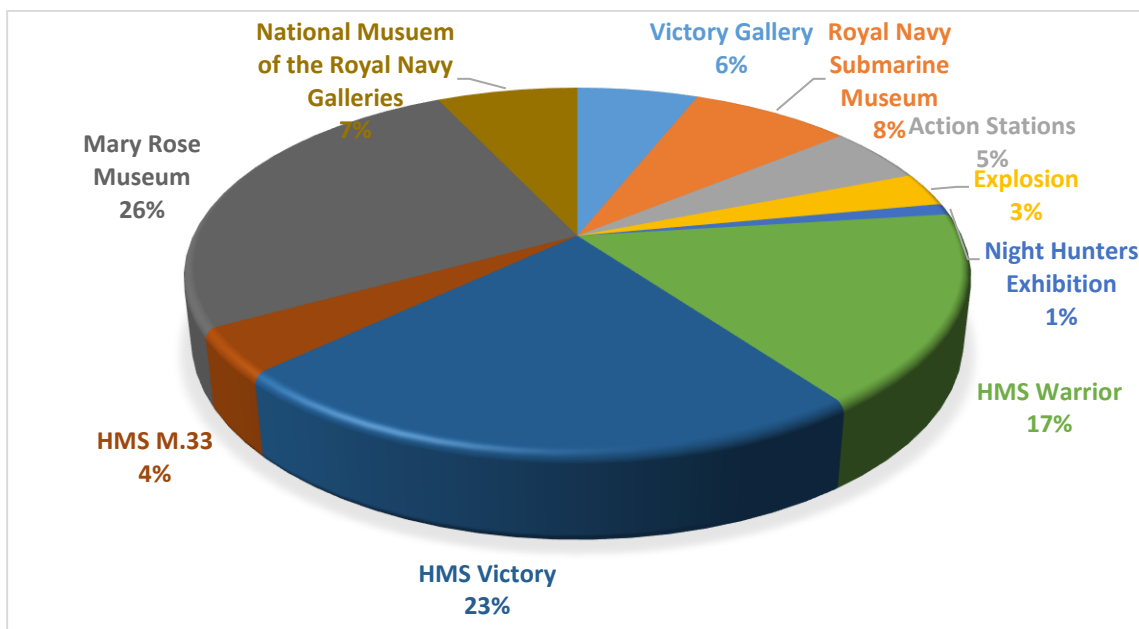
2.4 Ticket Types

The data below is based on ticket sales data between 1 April 2024 – 28 September 2025, as follows:



Visitors to PHD are mainly a non-family audience, and this group remains our most prominent visitor type throughout the year. Some families may be included in the non-family audience (roughly 20%), they fall outside the definition of our family ticket, which is structured for either one adult and three children or two adults and three children (this structure will be changing soon). As a result, these family groups are not captured within our core family audience data. Family audiences as expected come more frequently in the school holidays and weekends.

2.5 Which attractions our visitors go to see at PHD



Mary Rose Museum and HMS Victory are the most popular attractions on site, with HMS Warrior and the Submarine Museum also receiving a good proportion of visitors. The visitation to each attraction does not currently vary greatly year on year.

SECTION 3

3.1 Portsmouth Historic Dockyard Brand

Portsmouth Historic Dockyard (PHD) is a well-established destination brand, comprising a range of iconic attractions located onsite. The name holds strong regional brand recognition and is fully integrated into the City of Portsmouth's signage and wayfinding schemes, reinforcing its visibility and accessibility for visitors.

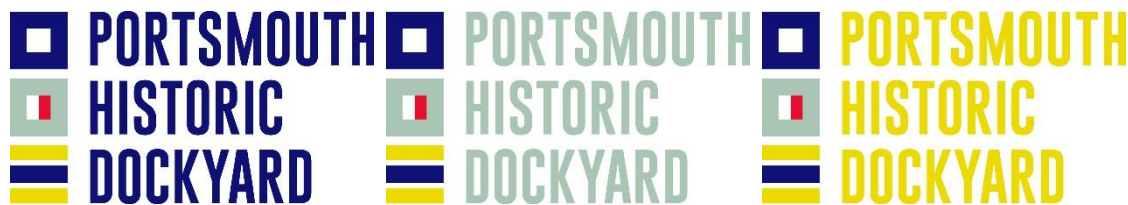
Destination marketing for PHD is delivered collaboratively by the National Museum of the Royal Navy (NMRN) and MRT and is supported by the broader Portsmouth destination marketing strategy led by Portsmouth City Council.

3.2 PHD Visual Identity

The current visual identity for PHD was designed in 2020 and was created to demonstrate the variety in the attractions that operate onsite.

MRT and NMRN guidelines are available on request after market engagement day on 6th November.

PHD Logo



Font and Colour Palette

The Portsmouth Historic Dockyard typeface is GoBold for all use of headings, with the Bold cut only used on instances when the background is more complicated and requires greater contrast. Interstate should be used for all other copy including the body copy and subheadings. Four weights are used to provide flexibility – Interstate Light, Regular, Bold and Black.

PRIMARY PALETTE



SECONDARY PALETTE





THE
NATIONAL
MUSEUM



NMRN and MRT Logos



THE
NATIONAL
MUSEUM



4. PHD Previous Campaigns

Recent marketing campaigns have utilised a multi-channel approach, combining both online and offline tactics. These have included:

- Out-of-home advertising
- Broadcast media
- Leaflets and print ads
- Paid digital media
- Organic social media
- Third-party partnerships
- Email marketing

The most recent campaign focused on showcasing PHD's most popular assets to the public as individual creatives, including:

- HMS Victory
- Mary Rose
- HMS Warrior
- Royal Navy Submarine Museum
- The National Museum of the Royal Navy
- Dive the Mary Rose 4D

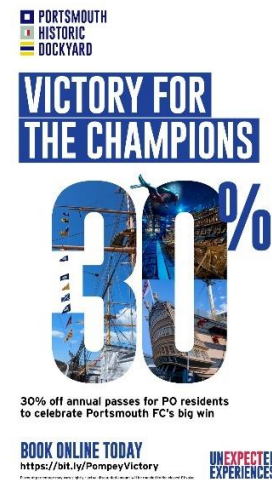
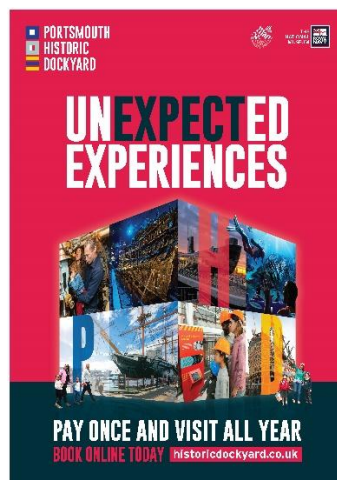
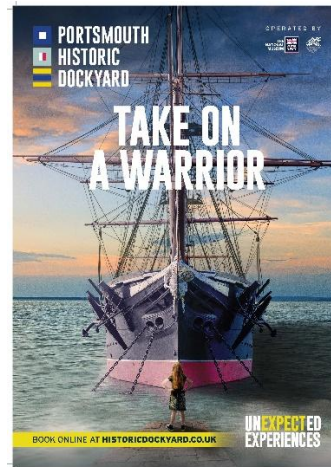
2025/2026



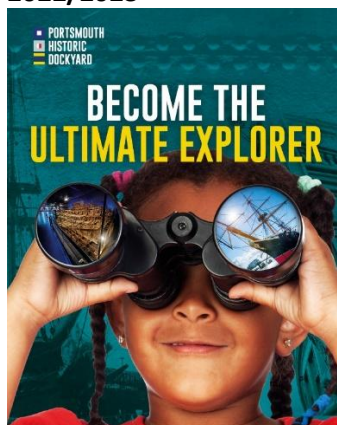
2024/2025



2023 – 2024



2022/2023



Section 5

5.1 Setting the Scene

The concept of the campaign needs to be able to communicate PHD as a one-of-a-kind, must see, authentic experience for our visitors, a place where you can come to make memories, either by themselves or with loved ones. It needs to appeal to our audiences emotionally; while encompassing the impressive sights, stories, surprising objects and unique characters the audience might encounter on site.

There is so much to see and do at PHD that someone could visit for multiple days and still not see everything the site has to offer. The site offers several distinct experiences. For example, for those that love museums we have those quiet traditional museum spaces, but also the adventure that comes from being onboard HMS Victory, or the awe you feel on seeing the Mary Rose for the first time.

Other messages of note developed through conversation with the wider operation and programming teams included:

- Presenting the current main offer of the Mary Rose, HMS Victory and HMS Warrior plus all our ships and museums as something you must see or come and visit again.
- Convey the joy and experience of the visit
- Always more to see, in terms of something you haven't seen before which could be a museum/objects/exhibition.
- More than learning e.g. A visit is more than learning about history but spending time with family and friends, exploring and letting off steam, having fun and emotionally engaging
- Immersivity and authentic experiences e.g. A visit to the site helps you feel the wind in your hair, the cobbles under your feet, the wood of the ship's decks.
- Storytelling e.g. We don't just tell the story of objects but the people who owned them, who served on the ships and who still care for the ships today.
- Museum vs Visitor Attraction e.g. Museums can be viewed as static and unchanging, perhaps formal and 'worthy'. Our site offers traditional museum experiences but alongside something which in its immersivity, breadth and excitement is more akin to visitor attractions.

Programming and evolution of the permanent offer often drive our marketing activity, as do important historical and calendar events.

There are several key dates which are also likely to be supported with various low-level programming:

- Easter Holidays (April 2026)
- May Half Term (May 2026)
- Opening of Royal Marines Experience (Summer 2026)
- Summer Holidays (July and August 2026)
- October Half Term (October 2026)
- Christmas Holidays (December/January 2026) – festive-themed events and activities
- February Half Term (February 2026)

Themes usually include:

Mary Rose – meeting Tudor characters, games, archery, craft, family trails, tours and talks

NMRN – STEM activities, meet the shipwrights, conservation skills, craft, family trails, tours and talks

Occasionally there is joint themed activities during the school holidays i.e. Disgusting Dockyard theme over October Half Term or Christmas Ships activities over Christmas. Each organisation

sometimes puts on a larger scale event such as Tudor themed take over day or a Royal Marine Band concert.

The following key messages have been identified by the team and should be considered within proposals, these should inform responses but do not have to be literal inclusions, we would welcome refinement or redesign as well:

- Value for money – this needs to straddle both ability for visitors to return as many times as they like and a day tripper visit
- Online Savings – e.g. Book online for cheapest prices
- Adult Appeal – e.g. The destination, more than a day out
- Family Appeal – e.g. Something for the whole family
- Breadth of offer – e.g. 1 ticket, access to all attractions, free events

5.2 Brand Awareness

Portsmouth Historic Dockyard is an important destination brand which can engage with a wide range of audiences. We know from our research individual brands within the site i.e Mary Rose and HMS Victory are as well-known as the PHD brand.

A visit to PHD is one that should engage visitors intellectually, emotionally and socially as they seek to connect with their national and naval heritage.

As a destination brand, PHD also needs to appeal to the broader tourism market, both domestic and international. It should reflect the world class heritage on display but should avoid appearing triumphalist.

We want to ensure that we promote the historical importance of PHD on the world stage, how the site made history across the centuries and is truly the heart and soul of our sea faring nation.

5.3 Opportunities, Considerations and Challenges

- The visitor attraction and heritage sector is a competitive marketplace, PHD faces the challenge of driving revenue on ticket sales to support the care of our ships, museums, and collections and ensuring we are a ‘must see’ attraction.
- Over the past two years, we’ve increased our investment in paid digital activity. A key challenge has been producing the right volume and variety of assets to resonate with audiences at different stages of the sales funnel, from awareness to conversion. We’re looking for a creative agency that can collaborate closely with our digital and media buying partners to develop design solutions that optimise performance and drive sales.
- Looking ahead to 2026/27, and informed by audience research from MHM, we aim to align our campaign more closely with our priority audience segments: Expression, Affirmation, and Stimulation. Early testing of segmented creative has shown promising results, and further details will be shared during our marketing engagement day.
- It can be challenging to capture photography, video – all type of creative that truly reflects the scale, grandeur, and value of the visitor experience. The creative campaign must address this directly, delivering assets that convey the joy and richness of a full day out at PHD.
- We require a fully integrated campaign that presents a unified, user-focused experience across all channels and touchpoints. It should inspire and support our marketing activity, amplify our reputation as a nationally and internationally significant visitor attraction, and be adaptable enough to deliver both emotionally engaging and light-hearted creative.
- While families remain a key audience, non-family visitors i.e. individuals, couples, and groups of friends are a growing priority. These visitors make up the majority of our audience and visit year-round, so they must be central to the campaign strategy.

- Finally, the campaign should offer a fresh creative approach that aligns with and builds upon our existing brand guidelines. This may include a unified strapline, a series of cohesive creatives, and consistent but evolving assets and imagery.

5.4 Requirements

NMRN and MRT require a proposition campaign which positions PHD and its offer for financial year 2026 – 2027 with the potential option to extend to 27/28. We seek a dynamic and engaging campaign that speaks to our priority audiences and tracks across an entire year. This year we are looking for two standout campaigns that are linked together visually and by a strapline. There will also be a requirement for a secondary layer of creatives for our biggest and most visited attractions.

A) Breadth of offer – Campaign for Easter 2026 and throughout the year. Please note section 5 – Delivery of Assets

Our offer is vast, we have multiple museums, ships, boats, massive collections, exhibitions and events on our site. We also have the unique proposition of two museums across the harbour in Gosport that can be reached by our waterbus (or ferry or car). The challenge we would like the creative agency to address is how the breadth and experience of our offer can be captured in a single creative. We would like the appointed agency to consider a composite image.

B) Royal Marines Experience - Campaign for Summer 2026

Portsmouth Historic Dockyard has not launched a new exhibition or offer since 2023/24. With the opening of the Royal Marines Experience, a new museum developed by the National Museum of the Royal Navy, there is an opportunity to re-engage lapsed visitors and attract new audiences.

Much of the information about the new museum is embargoed currently, we will be inviting interested parties to an online market engagement day, where further details will be shared. Please note participation will require a signed Non-Disclosure Agreement (NDA). [Creating a new home for Royal Marines heritage | The National Lottery Heritage Fund](#). We would like the agency to consider linking this campaign visually to the breadth of offer campaign.

C) Secondary Layer

The Mary Rose and HMS Victory are cornerstone attractions at PHD and hold the strongest brand recognition among current and potential audiences. As such, dedicated creative assets will need to be developed for both, to sit alongside the breadth of offer campaign. These assets should complement the broader campaign while highlighting the unique appeal and significance of each attraction.

5.5 Detailed Scope of Service

NMRN and MRT are seeking to partner with a creative/marketing agency to develop the overarching campaign concept and aesthetic for a year-long campaign to promote Portsmouth Historic Dockyard.

The scope of service is broken into three strands:

1. Campaign Proposal

- Campaign proposal including the PHD brand in an overarching visual - addressing approach to design, unified messaging, narrative/storytelling examples. Taking into account breadth of offer (considering composite image) and Royal Marine Experience campaigns
- Visual examples of how the campaign concept could be implemented across different marketing channels namely out of home and for the paid digital media sales funnel. As well as one off events and specific offers or discounts.

2. Implementation Guidance

- NMRN and MRT will work closely with the appointed supplier to refine the proposition campaign concept and visual iterations for use throughout the 26/27 financial year
- Once the proposition campaign is refined and signed off, the supplier will deliver the campaign concept master files to NMRN Operations and MRT

3. Delivery of Assets

We expect creatives that can flex across formats and platforms, ensuring our messaging is consistently reinforced wherever the audience encounters our brand. This includes (but is not limited to) social media, digital display, owned channels, out-of-home and experiential. Submissions should demonstrate an understanding of how creative can be adapted to meet audience needs and behaviours at each stage of sales funnel, while maintaining a unified visual and narrative identity.

A) Multiple iterations of the following items will be required throughout the year:

- A1 poster x 5 options
- DL leaflet cover x 2 option
- Website banners x 5 options
 - Desktop version
 - Mobile version
- Email headers x 5 options
- Event templates (social square templates that images can be slotted into to advertise our various events year-round) x 5 options
- Programmatic display, Google Display and Meta assets as detailed in C)

B) A selection of the below will be required:

- CTV Asset x 1 option
- 6-sheet x 3 options
- 48-sheet x 3 options
- Streetliner, Mega Rear, Superside x 1 options
- TripAdvisor Assets x 3 options

C) The below digital assets will most likely be required:

Channel	Sizes	Format	Variations
Meta	300 × 250 – Medium Rectangle 300 × 600 – Half Page 728 × 90 – Leaderboard 160 × 600 – Wide Skyscraper 320 × 100 – Large Mobile Banner	Formats and aspect ratios • 1:1 (1080 × 1080) – for feed placements • 4:5 (1080 × 1350) – for mobile feeds • 9:16 (1080 × 1920) – for reels and stories	20–30 unique assets - this can be a combination of campaign imagery, photography and video (some of which can be captured in house)
Google Performance Max	Landscape: 1200 x 628 Square: 1200 x 1200 Portrait: 960 x 1200	Images: at least 5 (1:1 and 1.91:1 ratios) • Logo: square 1200 × 1200 pixels • Video: 16:9 format, up to 20 seconds (recommended)	10–15 unique assets per group to support learning. One group for example would be Royal Marines, another would be HMS Victory or Mary Rose. Can be campaign assets, photography

			and film (some of which can be captured in house)
Google display	300 x 250 – Medium Rectangle 300 x 600 – Half Page 728 x 90 – Leaderboard 160 x 600 – Wide Skyscraper 320 x 100 – Large Mobile Banner	- Accepted formats: JPG, PNG, GIF (static or animated), HTML5 - Maximum file size: 150 KB (including HTML5 assets) - Animation rules: - Maximum duration of 30 seconds - Looping allowed but must stop after 30 seconds - Frame rate between 5 and 30 fps - Click-through URL required, opening in a new tab or window	Maximum 5 - campaign designs
Quantcast Programmatic	728 x 90 300 x 250 320 x 50 300 x 600 336 x 280 120 x 600 160 x 600	HTML5 or static JPEG (preference JPEG)	Campaign assets. 4 variations of each asset group. (This can be a colour change and a tagline change)
Mobsta Programmatic	320 x 480 300 x 250 320 x 50	GIFs are recommended with 2-3 frames to cycle through important information or static banners as JPEG	Campaign assets 5 variations - one per asset group.

If your proposal includes the use of photography or videography, this must be factored into your costing for this Tender. All associated production, editing, and licensing fees should be clearly outlined in your submission.

6. TENDER AND CONTRACT DETAILS

6.1 Timeline

The timetable for the Procurement is set out in the **Invitation to Tender (ITT)** document and the following table;

Open Procedure- Minimum 25 Day Advertisement		
1	Issue of Invitation to Tender Document	Wednesday 29 th October 2025
2	Online Market Engagement Day <i>See following page for details</i>	Friday 7 th November 2025 Time TBC
3	Final date for Clarification Questions/Requests for additional information	Midday (1200) Friday 14 th November 2025
4	Submission Deadline	Midday (1200) Monday 24 th November 2025
Post Submission Phase <i>Dependant on number of bids and time of evaluation this timeline may be condensed or extended as required..</i>		
5	Evaluation Moderation of ITTs	Week Commencing 24 th November 2025
6a	Notification of Post Submission Campaign Brief Issued to the Shortlisted Suppliers	Latest by End of Week Commencing 1 st December 2025
6b	Return of Campaign Brief Post Submission Interviews <i>See following page for details</i>	Brief Returns for Midday (1200) Monday 8 th December Interviews scheduled for: Tuesday 9 th December 2025 Wednesday 10 th December 2025
7	<i>Award Summary Notices Issued and Standstill Begins</i>	Earliest Opportunity Week Commencing 8 th December 2025
8	<i>Earliest Commencement of Contract after 10 calendar day Standstill Period Ends</i>	Earliest Opportunity 18 th December 2025
9	<i>Contract Award Notice Issued</i>	January 2026

Please note that the Authority reserves the right, in its absolute discretion, to amend the Procurement Timetable or extend any time period in connection with the Procurement.

Any changes to the Procurement Timetable will be notified simultaneously to the Suppliers, the NMRN encourages all suppliers to email tenders@nmrn.org.uk to express their interest in this opportunity to ensure communications are received accordingly.

6.2. Tender

- The Tender submissions will be evaluated and those that are selected for shortlisting will be issued a campaign brief. Those that are shortlisted will be given a fee of £500 to produce a draft campaign concept, more than one draft concept will be accepted.
- This process is being procured as part of an open tender process. Responders should note that the timeline above for tender responses is fixed.