

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

Clarifications & Responses Issue 1

Question No.	Clarification Question	Response
1	<i>Is there a minimum/maximum word count for each case study?</i>	Each Criteria Response has a word limit, please stay within it, it is not a target though. The references where the NMRN request 3 recent references in the PSQ response form do not, however, please keep these succinct- as it is not scored or taken into consideration for your criteria responses either.
2	<i>Are there a minimum/maximum page count for each case study?</i>	See response to question 14.
3	<i>Annex C says 'See in tender documentation pack the NMRN's Standard Terms and Conditions' but I am not able to locate these. Can you clarify where these can be found as there are only two further documents in the pack; Appendix 1- Creative Agency Scope and Appendix 2- PHD 2020 Guidelines</i>	<i>The NMRN standard terms and conditions for this tender opportunity, a draft will be sent alongside this clarification issue, or viewed here;</i> <u>NMRN Std Terms and Conditions-PA23 SAMPLE.pdf</u> (link expires after submission date) <i>Please note, the contract draft is a sample at this stage, it does not represent the final version issued to appointed bidders.</i> <i>Either due to revisions from feedback internally/externally or to provide efficiencies, as well the completion of specific information (KPIs) or requirements depending on the submission.</i>
4	<i>Timings in Appendix 1 state that 'Notification of Post Submission Campaign Brief Issued to the Shortlisted Suppliers' will be done Latest by End of Week Commencing 1st December 2025.</i> <i>But the brief return is dated for the 8th - this would not provide any time to work on the brief, or at best a few days. Are these timings correct as stated in appendix 1.</i>	<i>The timings are correct, as the NMRN get closer the submission date we will confirm the timetable for the creative pitch days. As well as what the creative pitch will focus on.</i> <i>We do appreciate it is a keen schedule.</i> <i>Therefore, the creative brief will look to draw on already submitted information as part of the tender opportunity and the criteria to ensure to utilise your time appropriately. There is a budget of £500 for all shortlisted suppliers.</i>
5	<i>On page 18 of the ITT, the doc states that appendix 1 will provide us 'with a process for response A' but we are not sure what it means by response A? this is not referenced anywhere else in the documents that we can find.</i>	This is a typo, it should read ' Process for response '
6	<i>Can we confirm how much work is expected for a total of 30k;</i> 1. <i>Concepts for PHD advertisements as a whole which can encompass the breadth of offer campaign for easter onwards and the RMEM in Summer, as well as other attractions under 'Secondary Layer' - you're looking for an overarching creative concept with further concepts to demonstrate how this works for all other products and offers.</i>	The following responses are for the four responses below; 1) We are looking for an overarching creative concept – we don't need further concepts to demonstrate how it works but we would need an explanation of how it might work for other products and offers 2) Delivery for assets listed for Breadth offer campaign only. 3) <u>No</u>, they won't be. We will primarily be working to Expression with Affirmation as a secondary audience. For the Royal Marines Experience campaign, we may swap Affirmation with Stimulation. 4) We don't have a scope for secondary layer. We see that the secondary layer creative will come from breadth of offer

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	2. <i>Delivery of all assets listed in 5.5.3 for Breadth of offer campaign, RMEM campaign and 'Secondary Layer'?</i> 3. <i>Do you expect that each set of assets under 5.5.3 will need to be produced for each of the three audiences you identify in the brief?</i> 4. <i>Do you have any scope for what else will be needed under 'Secondary Layer'?</i>	concept. There will be some interesting material for the secondary layer that we cannot disclose at this point.
7	<i>Will there be any additional budget available for production?</i> <i>Or is all campaign production expected within the 30k budget (retouching, any additional photography for example?)</i>	£30k is the only budget available for the first phase of the project.
8	Please could you share the full documents, or point me where I can get them from?	Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard (2025 Issue) - Find a Tender
9	<i>Are you able to send the slides or video from the Online Market Engagement Day please?</i>	Yes, please see the link here to the recording; CreativeCampaign-MarketDay The presentation slides have been sent alongside these clarifications if you're picking these up from the Find a Tender website, and can be sent upon request.

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Post Submission Interviews (Campaign Pitch)

The NMRN may, at its discretion, decide to interview Tenderers to further the tendering process. **After an initial evaluation a minimum of 3 shortlisted suppliers will be sent a brief and invited to the post-submission interview.**

Once the initial evaluation has been concluded the NMRN will inform those invited to the interview at the earliest opportunity to provide appropriate time to prepare. This is to ensure that the Creative Briefs are able to be returned the panel to review prior to the interview by **Midday (1200) Monday 8th December**

It is envisaged that interviews are proposed to take place on the following days, with times TBC:

- **Tuesday 9th December 2025**
- **Wednesday 10th December 2025**

The NMRN reserves the right to change these dates if required.

Submission Deadline for Responses

Your completed response should be submitted by the due date and time required: **Midday (1200) on Monday 24th November 2025.**

All submission are to be sent to tenders@nmrn.org.uk

You are welcome to use WeTransfer/Drop Box to send large files, or separate your emails for attachments, but please indicate the number of emails i.e. 1 of 3 etc.

This is to ensure if any of your emails are held by our IT Security Policies by our firewall we retrieve during our post-deadline checks.