



## **London Sport are looking to procure a supplier to deliver campaign development and content creation for a paid social campaign to increase activity levels within BAME/Lower Socio-Economic Groups (LSEG) in London.**

### **1. Invitation to Quote or Bid:**

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the development of a targeted and localised campaign and production of content promoting the Couch to 5K app using Facebook & Instagram ads to increase activity levels within BAME/LSEG groups within London.
- 1.2 The contracting authority and manager of the project is London Sport.
- 1.3 Quotes or Bids are invited from suitably qualified individuals, collectives or organisations.
- 1.4 This document constitutes an invitation to quote or bid for the work. Subsequent sections describe the background to the project, the work to be done and our expectations.

### **2. About London Sport:**

- 2.1 [London Sport](https://www.londonsport.org) work at a strategic 'B2B' level with a range of clients who represent the public, private and voluntary sector. Examples include local authorities, National Governing Bodies of Sport and community sport and physical activity providers.
- 2.2 London Sport is seeking to create a step change in the number of Londoners that benefit from and enjoy leading physically active lifestyles.
- 2.3 Our vision is for London to be the most physically active city in the world.

### **3. Project Overview:**

- 3.1 Surveys of physical activity levels across the population show that Black, Asian and Minority Ethnic (BAME)/Lower Socio-economic groups (LSEG) are being disproportionately affected by the Covid-19 lockdown restrictions.
- 3.2 This project aims to encourage and support less active and newly inactive BAME/LSEG demographics to establish or re-establish exercise habits through digital means
- 3.3 To do this London Sport are working with Sport England to promote the Couch to 5K app to targeted audience groups (based on selected postcode sectors).
- 3.4 This targeted promotion is in support of a national awareness campaign for the app by Public Health England and the BBC.
- 3.5 Whilst downloading the Couch to 5K app is the primary call to action, we will be engaging directly with the target audiences to identify at least one additional 'at home activity offer' to promote within the second phase of the campaign. (e.g. a series of free workout videos that can be done at home).



- 3.6 We are also inviting quotes for the management of the media spend and associated reporting. We will consider quotes for these projects both separately and jointly. You can access the tender for this element of the project [here](#)
- 3.7 We intend to run the ads from the [Get Active Facebook](#) and [Instagram](#) channels.
- 3.8 We have developed a v1 of [a landing page for the campaign](#) and installed Facebook pixel tracking on the app download links on this page. We have also sourced the postcodes for the targeting of areas with high populations of our audiences.

#### 4. Our Requirements

- 4.1 Development of a paid social campaign and all related content to reach and engage the target audience, encourage them to download the Couch to 5k app and begin using it.
- 4.2 **Creative Development** – Overall development of specific approach to the content within the C25K campaign to resonate with BAME/LSEG target audience in London
- 4.3 **Copywriting** – Messaging for Facebook ads – including testing and refinement
- 4.4 **Copywriting** – Written content for campaign including case studies, blogs, social content and landing pages
- 4.5 **Art Direction** – Art direction to communicate the campaign visually to ensure consistency and tie all campaign content together across all touch points.
- 4.6 **Production** – Casting, photography, filming and editing of video content
- 4.7 **Production** – Design and production of all visual assets for campaign, inc. toolkit for engaging local community projects and other organisations in the campaign.
- 4.8 **Testing** – Testing and refinement of messaging and content with target audience prior to going live.
- 4.9 **Production of partner toolkit** – a toolkit is required to help our partners, organisations and community projects to activate the campaign locally and engage various partners in areas we are targeting to amplify the reach of the campaign – toolkit deliverables TBC.
- 4.10 **Case Study** – creation of impact case study to show the impact of the campaign, for use in comms post campaign.

#### 5. Expectations:

- 5.1 Our target audience is likely to include significant numbers of people who are currently doing less physical activity than they usually do (perhaps as a direct result of the covid-19 situation). There are many reasons that may impact on their motivation, ability and opportunity to be more active. We would expect that many of them are unlikely to be ready to download a 'fitness' app and get started straight away. Therefore, we would expect the campaign approach to support a full user journey from raising awareness, considering downloading the app and then getting started with using it. We expect the approach to include a mixture of click to app store ads, click to landing page, retargeting and remarketing content to ensure we make an impact on a hard to influence target audience.



- 5.2 For phase 2 campaign, we anticipate adding an additional 'active at home offer' as a supplementary promotion to the main couch to 5k campaign. London Sport will work with a partner to develop the content for these ads (images, video, messaging for ads and landing page) and provide these before the set up of phase 2. We will however require your input to ensure a consistency across all content produced for the campaign.
- 5.3 We want to develop and launch the campaign in a short period of time. This is in part to ensure our paid activity coincides with the national broadcast activity, as well as due to the urgent nature of supporting people to be active during the current lockdown situation and the restrictions in place.
  - 5.3.1 We intend award the contract by 12<sup>th</sup> June.
  - 5.3.2 We would like to launch the phase 1 campaign in w/c 22<sup>nd</sup> June so any approach that is included in the proposal must be achievable in this short space of time, however we would not expect all content to go live on the opening day.
  - 5.3.3 Following the phase 1 campaign and a review of its performance, we would like to launch the phase 2 campaign in w/c 13<sup>th</sup> July.
- 5.4 The Couch to 5k app is a Public Health England product. We will not have access to in app analytics or app store download details. Therefore, we will rely on proxy metrics such as clicks to app store either direct from ads or from our own landing page.

## **6. Skills and Experience:**

- 6.1 Creative development and strategy for a paid social campaign utilizing Facebook & Instagram ads and related techniques.
- 6.2 Utilising a test and learn approach to maximise learning on what content, format, placements work best for this campaign and audience.
- 6.3 Creating Facebook/Instagram social campaigns to cover a full user journey from awareness and consideration through to downloading an app and getting started.
- 6.4 Art direction to communicate the campaign visually to ensure consistency and tie all campaign content together across all touch points.
- 6.5 Production – Casting, photography, filming and editing of video content, design and production of all visual assets for the campaign and partner toolkit.
- 6.6 Copywriting - Messaging for Facebook ads including testing and refinement, written content for campaign including case studies, social content and landing pages.

## **7. Management and Organisation:**

- 7.1 The work of the commissioned organisation will be overseen by representatives of London Sport.
- 7.2 The commissioned organisation will be required to regularly engage with, consult with and report back to representatives from London Sport.



## 8. Format of Responses Required:

- 8.1 An outline of the approach that will be taken, including the individual content deliverables included in the approach.
- 8.2 A detailed methodology
- 8.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas
- 8.4 Detailed breakdown of costs
- 8.5 A realistic timetable for the project (to be agreed with the successful agency but we have an aim to launch the first campaign in w/c 22<sup>nd</sup> June).
- 8.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in.
- 8.7 Quotations should also include contact details of two referees from previous work.

## 9. Contract Value

Quotes of up to £20,000 exclusive of VAT will be considered for the contract.

## 10. Estimated Timescales:

Task	Deadline
Proposal required from agency	10/06/2020
Possible interview with shortlisted suppliers and final decision made by London Sport	12/06/2020
Project initiation & any associated refinement of methodology plus contract signing	15/06/2020
Project delivery period	15/06/2020 – 22/08/2020
Final case study completed and delivered to London Sport	22/08/2020

Thank you for your time, if there are any queries please contact Alex Robinson, [Alex.Robinson@londonsport.org](mailto:Alex.Robinson@londonsport.org)