



## London Sport are looking to procure **campaign set up and media spend management for a Facebook ad campaign.**

### 1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the set up and management of a Facebook ad campaign promoting the Couch to 5K app.
- 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](#) 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. Our key target is to get 1m more Londoners more active by 2020.

### 3. Project Overview:

- 3.1 Surveys of physical activity levels across the population show that Black, Asian and Minority Ethnic (BAME) and Lower Socio-economic groups (LSEG) are being disproportionately affected by the Covid-19 lockdown restrictions.
- 3.2 This project aims to encourage and support fairly active and newly inactive BAME and 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 creation and production of content](#) for this campaign. We will consider quotes for these projects both separately and jointly.



#### 4. Our requirements:

- 4.1 Set up a Facebook and Instagram campaign to reach and engage the target audience, prompt them to download the Couch to 5k app and begin using it.
  - 4.1.1 Content and messaging for the ads will be developed through a separate tender award. However, you will be required to input into the content development process to ensure that the content created supports the overall Facebook ad campaign approach.
  - 4.1.2 We will provide postcode sectors as well as information on our target audiences to support setting up the audience targeting. We are flexible on the best approach to reach and engage these audience, but we do expect to have at least 3-5 subgroups within our audience (based on location or demographics).
  - 4.1.3 We intend to run the ads from the [Get Active Facebook](#) and [Instagram](#) channels.
  - 4.1.4 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.
- 4.2 Manage the media spend (£65k) over at least two campaign phases.
  - 4.2.1 Phase 1 campaign will focus exclusively on Couch to 5K app promotion and last for at least 2 weeks. We would expect this to account for around 35% of media spend.
  - 4.2.2 Phase 2 campaign will again promote Couch to 5K app and may introduce an “active at home offer” as a supplementary offer and will run for at least 3 weeks. We would expect this phase to account for around 65% of media spend.
  - 4.2.3 There will be at least a one-week break in between the campaigns in order to review performance.
- 4.3 Deliver the campaign in a way that allows us to learn what messages/ content is working throughout the campaign and refine and scale.
  - 4.3.1 Allowing us to test messaging, imagery, targeting approaches etc throughout the phases to optimise the campaigns.
- 4.4 Create a final report which shows what the impact of the campaign was and identifies the particular approaches that were most successful.
  - 4.4.1 Tracking overall metrics and providing us with evidence about which approaches work best for the target audience.

#### 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 facebook ad 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.
- 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. Therefore please allow some time for this additional set up

- 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.
  - 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.
  - 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.
  - 5.3.4 We would require the final impact report by 22<sup>nd</sup> August
- 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.
- 5.5 Based on the budget and our understanding of the audience and the proposed Couch to 5K offer we have estimated these measures. As part of project initiation and the review period between campaigns these will be reviewed to ensure they are realistic and will relevant.

Project Measures #	Measure	KPI
1	Impressions - Number of times an advert is shown	10,000,000
2	Frequency - How often an Individual may see an advert	8
3	Reach - Number of Individual people who see an advert	1,250,000
4	Clicks - Number of people who click on an advert	150,000
5	Click Through Rate (CTR)	1.50%

## 6. Skills and Experience:

- 6.1 Creating targeted Facebook/Instagram ad campaigns to cover a full user journey from awareness and consideration through to downloading an app and getting started.
- 6.2 Targeting specific audience subgroups on Facebook using postcode, demographic and other data.
- 6.3 Managing a media spend budget in order to optimise campaign performance.
- 6.4 Utilising a test and learn approach to maximise learning on what content, format, placements work best for this campaign and audience.

## 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
- 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 £15,000 exclusive of VAT will be considered for this contract.

## 10. Estimated Timescales:

<b>Task</b>	<b>Deadline</b>
Proposal required from agency	10/06/2020
Possible interview with shortlisted suppliers and 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 content completed and returned 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)