



# THE EXPERTS AT UNLOCKING GOVERNMENT BUSINESS

We will get you onto...

## £210 MILLION SPEND COMMUNICATIONS MARKETPLACE

Crown Commercial Service  
RM6124

### THE BREAKDOWN

- This Framework is a replacement for the CCS Communication Services Framework. The Framework would be of benefit to UK Public Sector bodies due to the changing environment caused by the COVID-19 pandemic. Marketing services is changing the world as we know it. The world of marketing is no different: Our new normal is a challenging one for marketers to navigate.
- Public relations is a good way to create brand recognition and establish consumer trust. If a prospect reads a favourable news story about a brand, they are more likely to engage with a salesperson. Earned media can provide third-party validation, which can go even further than traditional advertising. After all, PR experts take advantage of the media to deliver messages for them.

### THE KEY STATS

- **£210m** spend value
- **4 year** procurement
- **Competitive** Advantage
- **Accessible** to SMEs
- **Direct contact** with Public Sector buyers
- **Condensed** market
- **Opportunity** to access the wider supply chain

### SERVICE CATEGORIES

(Based on the previous iteration)

1. Campaign Coordination
2. Content Aggregation Marketing
3. Data Science
4. Direct Marketing
5. Events
6. Experiential
7. In-house Agency Services
8. Innovation & Experience
9. Internal Communications & Engagement
10. Marketing & Advertising Technology Advice
11. Marketing & Communications Strategy
12. Marketing Strategic Advice & Consultancy
13. Partnerships
14. Party Data Provision & Augmentation
15. Production
16. Public Relations (PR)
17. Recruitment Advertising
18. Social Marketing & Emerging Channels
19. Sponsorships



Click [HERE](#) for a  
breakdown of each Lot

