



THE EXPERTS AT UNLOCKING GOVERNMENT BUSINESS

STOP BIDDING START WINNING

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