

£210 million spend

100%

Quality score on all questions*

*Based on learnings from previous iteration

Communications Marketplace

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

-  **4 year** procurement duration
-  **£210 million** spend value
-  **Supports localism** and social values
-  **Accessible** to SMEs
-  **Increased scope/scale** of service offering

Service Categories

- 01 Campaign Coordination
- 02 Content Aggregation Marketing
- 03 Data Science
- 04 Direct Marketing
- 05 Events
- 06 Experiential
- 07 In-house Agency Services
- 08 Innovation & Experience
- 09 Internal Communications & Engagement
- 10 Marketing & Advertising Technology Advice
- 11 Marketing & Communication Strategy
- 12 Marketing Strategic Advice & Consultancy
- 13 Partnerships
- 14 Data Provision, Management and Augmentation
- 15 Production
- 16 Public Relations (PR)
- 17 Recruitment Advertising
- 18 Social Marketing & Emerging Channels
- 19 Sponsorships
- 20 Creative Development and Execution



[View Category Breakdowns](#)

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