

Marketing Materials

The applicant will be responsible for the recruitment strategy for all business cases for the DVD. Where possible REE will aim to support the successful candidate with the recruitment of cases with its knowledge and contact base.

With regard to web based material or whether we will provide web-ready video streams that will be dropped into an existing web resource – please provide cost options.

On budget - REE is seeking quality, innovative submissions for media service related to the production of materials which will meet the objective of engaging business interest in resource efficiency. The media employed to achieve this will need to be of sufficient content and quality to meet this objective.

The marketing materials tender is for the production of the communication tools, templates and material to be used for the life of the programme and for the provision of ongoing support to the REE programme in the development of any new marketing materials. All cost options for the printing of materials to be included in the tender, where new materials maybe required by the programme one method is to supply unit costs for the production of that media e.g. DVD

Renewables East does have resource which we would employ to assist in the dissemination of materials but we would like the applicant to make recommendations and cost analysis for the dissemination and printing of materials in line with the communications and marketing strategy e.g. Radio RE would anticipate we pay for airtime slots but appreciate there will be a unit cost for journalistic time to script

Regards technical/specialist knowledge on resource efficiency all applicants will have to demonstrate an understanding of the subject in line with the selection criteria

Regards functionality of a web-portal no platform currently exists and it is anticipated that this may require a means of communication i.e. an enquiry form – please provide cost options based on functionality

Regards corporate headings, REE do you require a 'corporate identity' devised for the Resource Efficiency but this needs to meet Business Support Simplification Programme requirements – further guidance for which will be available

Marketing and Communications

The marketing and communications strategy is for implementation by Resource Efficiency East and required to provide a methodology by which REE can engage with regional businesses and raise awareness of the resource efficiency

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Self Help Tools – EMS

The tender is for both the research and subsequent development/design a bespoke tool/adapt an existing tool within the scope of stage 1. Renewables East expect that stage 1 will inform stage 2 and as such respect that if the scope changes due to stage 1 research this may be reflected in the costs of stage 2 and as such we will make allowance for this.

The self help tools are required to be accessible to the target audience SMEs – RE envisage that this will be online and in paper format for those businesses which do not have access to the internet.