BRITISH COUNCIL

INVITATION TO QUOTE

For: Services for Developing Marketing Strategy for Transnational Education Project

Date	22 August 2017
Overview of the British Council	The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. It seeks to achieve its aims by working in education, science, governance, English and the arts. In 2012-13, its programmes reached a total audience of 550 million people worldwide and it engaged directly with 10.8 million. Particularly for its work on higher education sector, the British Council engages at the policy, institutional and individual scholar/researcher level. The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no. SCO37733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department. Its primary charitable objects are set out in the Charter and are stated to be:- • Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries; • Promote a wider knowledge of the United Kingdom; • Develop a wider knowledge of the English language; • Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries; • Otherwise promote the advancement of education. The British Council works in more than 110 countries around the world and employs over 7000 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be found at www.britishcouncil.org
Brief Background	**Joint Development of Niche Programmes through Philippine – UK Linkages** British Council and the Commission on Higher Education (CHED) are currently implementing the Joint Development of Niche Programme through Philippine-UK Linkages (JDNP.) The 2-year project which commenced in August 2016 aims to provide capacity and funding support for Philippine Higher Education Institutions (HEIs) to establish international connectivity and engagement through developing Transnational Education (TNE) partnerships with HEIs in the United Kingdom. Under the Project, seventeen (17) new, niche UK-Philippines joint or dual postgraduate degrees are being prepared and are ready for offer by academic year 2018 (August/September). It is in this light that the British Council is looking for a marketing consultant or marketing company that will assist British Council and CHED to develop branding and marketing strategies for the promotion of the Project and the postgraduate degrees which were the outputs from the Project.

Scope of work/ Specification/ Outputs	For more information about the programme, visit britishcouncil.ph/tne. **Work Specification** The British Council is seeking for proposals from marketing experts (individuals or companies) in the Philippines who will provide expertise and practical advice to develop and execute strategies to market new joint or dual postgraduate degree courses of ten Philippines universities in partnership with UK universities. The marketing expert shall be engaged for the design and development phase of the marketing strategies. The prospective marketing expert will work closely with British Council to: 1. Develop branding and marketing strategies in support of Project's goals to market the postgraduate degree courses including: • content marketing and key messaging • brand identity (look, voice, logo) • design of promotional materials (including template for collaterals, video) • marketing activities • social media strategies 2. Provide certain level of education and training for British Council staff who will be involved in the marketing activities (if deemed necessary) and 3. Provide recommendations on sustaining customer engagement **Target market groups**: Prospective students such as university faculty and staff, undergraduate students, corporate employees and international students. The marketing activities will be delivered in the Philippines. **Project Budget:** This consultancy service is planned at a cost of **Php500,000.** Response to this Invitation to Quote should not exceed the said amount. **Activities and Approaches:** In performing this assignment, the marketing expert shall conduct the following activities and minimum approaches: 1. Conduct initial meetings with British Council to get better understanding of the postgraduate degrees, marketing needs and the target market groups. 2. Submit final marketing strategy proposal according to objectives and budget. 3. Design branding identity, key messaging; develop content marketing and design of promotional materials across online and offline channels. **Deliverables:** 1. Design for branding identity, marketing content and key messaging 2. Design for promotional materials, collaterals 3. Marketing strategies for social media, traditional and digital media, events and other promotional activities **Qualification Requirements:** The marketing consultant/company must possess the following: <u>Essential</u>

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- For marketing consultant, minimum of 10 years of marketing experience including brand and advertising. For marketing firm, in the marketing and advertising business for at least 5 years.

Desirable

- Knowledge of higher education sector and student market in the Philippines or experience working with universities or education institutions on marketing university degree courses/professional courses and student recruitment

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<tr><td>**Timescales**</td><td>

This timetable may be subject to change.

Activity	**Date**
*Clarification Questions	22 September 2017
Clarification Responses	24 September 2017
ITQ Return Date/Submission Deadline	**2** October 2017
Evaluation of responses and shortlisting	4 October 2017
Presentation of proposals of shortlisted applicants	6 October 2017
Final decision and Intention to award	6 October 2017
Submission of Final proposal *(from selected market expert)*	9 October 2017
Contracting	13 October 2017
Design, development and delivery phase	26 October –26 November 2017

*Any clarification questions should be submitted via email to Lotus.Postrado@britishcouncil.org.ph no later than **17:00hrs on 22 September 2017**

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<tr><td>**Supplier Response**</td><td>

Please complete Annex 1 (ITQ response) and submit it to Lotus Postrado (Lotus.Postrado@britishcouncil.org.ph) no later than 17:00hrs on **2 October 2017**

- Please ensure that you send your response in good time to prevent issues with technology – late submissions may not be considered.
- Supporting evidence (PDF, JPG, PPT, Word and Excel formats only - other formats should not be used) can be provided to substantiate your response – please ensure that all attachments/supporting evidence is clearly labelled with the appropriate section/question number.
- Where supporting evidence is requested as 'or equivalent' – it is the Supplier's responsibility to prove the relevant equivalence.
- It is not acceptable to submit a generic policy in answer to a question.
- All answers in the ITQ response should be inserted in the dedicated response section/question in Annex 1.
- Any alteration to a question will invalidate your response to that question and a mark of zero will be applied.
- Shortlisted applicants will be requested to do a presentation of his/her proposed marketing plan to a selection panel. Guidelines and content for the presentation will be provided prior to the presentation.
- Completion and submission of your response does not guarantee award of any British Council Contract.

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Evaluation Criteria

The award criterion for this Invitation to Quote is the most economically advantageous. The Supplier's submissions will be taken into consideration only if they pass Section 1 - Mandatory and Discretionary Rejection. Supplier responses to this ITQ will be assessed using the following criteria and weightings.

Criteria	Weighting
Section 1 – Mandatory and Discretionary Rejection	Pass/Fail
Section 2 – Expertise in marketing and advertising	60%
Section 3 – Knowledge of higher education and student market in the Philippines or experience working with universities or education institutions on marketing university degree courses/professional courses and student recruitment	10%
Section 4 – Costing/Price	30%

Evaluation of all submitted responses will be undertaken by the evaluation panel which will consist of British Council, CHED and university representatives with relevant and significant experience and knowledge of the requirements.

Evaluation of all submissions will only consider information presented within the response. Previous/current relationships with suppliers cannot be taken into account when evaluating submissions unless the previous/current experience is clearly evidenced within the response. Evaluation will be fair and transparent.

The responses under each section will be scored based on the following matrix:

Points	Interpretation
15	A comprehensive and strong answer indicating the supplier is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
12	There are slight concerns that the supplier will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
10	There are concerns that the supplier will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.
5	There are serious indications that the supplier will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	The answer is non-compliant and/or no relevant information has been received to demonstrate the supplier can achieve the required outcomes. No response or a response that is entirely irrelevant.

The lowest all-inclusive cost proposed will receive 30%. All other submissions will be allocated a % score pro-rata.

	The final evaluation score will then be calculated for each response by adding together the scores for each Section.

Conditions & Contractual Requirements	*The contract awarded will be for a period of 20 days with an option for extension for up to an additional 5 working days under the same Contractual terms and conditions.* ***Confidentiality*** *All information contained within this document is confidential and is provided only to give suppliers an adequate understanding of the British Council's requirements and under no circumstances should be disclosed to a third party without the British Council's consent.* *All relevant policies that suppliers are expected to adhere to can be found on the British Council website – http://www.britishcouncil.org/new/about-us/jobs/folder_jobs/register-as-a-consultant/policies-for-consultants-and-associates/* *This document does not constitute an offer to provide goods/services to the British Council and the British Council is not obliged to award a contract for these goods/services.* *The British Council reserves the right to request reference information.* *All costs incurred in the preparation of the ITQ response are the supplier's responsibility.* ***Travel & Expenses (if applicable)*** *Please note that travel and expenses, when deemed necessary, will be paid in line with the British Council policy. No travel and expenses will be paid when the supplier and/or its personnel are working from the suppliers' offices or working from home.* *Guidance:* • *Suppliers should only travel where there is a clear business need.* • *Suppliers must plan travel and make bookings as far in advance of the date of travel as possible.* • *Suppliers are accountable for ensuring all bookings made and expenses claimed are in policy and all claims are accompanied by receipts covering all expenditure.* *Booking Transport:* • *Suppliers are encouraged to use public transport wherever possible as a more environmentally friendly means of transport.* • *Travel by rail should be by standard class.* • *Travel by air should be by economy class for where the flight time is less than eight hours, and by premium economy class where the flight time is eight hours or more. The flight time is the total time spent in the air, plus any stopovers on the way.* • *Safety should be the primary consideration when making transport bookings, with cost as the other main factor.* • *If the Supplier has a disability you must be given special consideration with regard to means of travel and suitability of route.*

	Booking Accommodation: • *Accommodation should be of a minimum three star rating or equivalent.* *Claiming for Meals:* • *Suppliers should claim actual expenditure on meals supported by receipts up to the maximum agreed limits* *NOTE: All costs related to travel, accommodation and meals will be agreed in advance with the British Council manager.* ***Payment and Invoicing*** *The British Council will pay correctly addressed and undisputed invoices within 30 days. The British Council have a requirement for invoices to be produced in an electronic format.* *Essential information to be included on any invoice for the British Council is:* • *A description of the services supplied.* • *The British Council reference number/Purchase Order number.* • *Addressed to Accounts Payable.* • *The costs including VAT (if applicable) and any other charges* ***Contracting*** *Any submissions must expressly accept the British Council's Contract (Terms and Conditions). If you have any objections these must be stated in writing on a separate appendix. A copy of the Contract is attached at Annex 2.* *Mandatory due diligence and discretionary rejection information included in Annex 1 will form part of your response to this ITQ.*