



Request for Proposal (RFP) for media campaign support for Wellcome Collection exhibitions in 2023

RFP date: 8 December 2022

Juan Sánchez, Media Manager, Wellcome Collection

Project Overview

In 2023, Wellcome Collection will present three temporary exhibitions. A major exhibition, Milk, will open in March 2023, exploring the interconnected scientific, cultural, political, and economic forces that have helped establish milk's reputation as 'nature's perfect food.' Later in Spring 2023, Larry Achiampong and David Blandy will unveil the fourth part of their Genetic Automata series, co-commissioned by Wellcome Collection, Wellcome Connecting Science and Black Cultural Archives and screened for the first time in this exhibition, alongside the full series of films. In the Autumn, Wellcome Collection will open The Cult of Beauty, another major exhibition exploring the historical meaning of beauty standards.

We are looking for a PR agency to devise and implement press campaigns for these exhibitions in 2023, helping to raise the institution's profile through targeted national and international media coverage and to support commercial promotion of the onsite Shop in key selected moments in 2023.

Who we are

Wellcome Collection is a free museum exploring health and human experience. Its vision is to challenge how we all think and feel about health by connecting science, medicine, life and art. It offers changing curated exhibitions, museum and library collections, public events, in addition to a shop, restaurant and café. Wellcome Collection publishes books on what it means to be human, and collaborates widely to reach broad and diverse audiences, locally and globally.

Wellcome Collection actively develops and preserves collections for current and future audiences and, where possible, offers new narratives about health and the human condition. Wellcome Collection works to engage underrepresented audiences, including deaf, disabled, neurodivergent, and racially minoritised communities.

Wellcome Collection is part of [Wellcome](https://www.wellcome.org), which supports science to solve the urgent health challenges facing everyone. We support discovery research into life, health and wellbeing, and we're taking on three worldwide health challenges: mental health, infectious disease and climate and health.

www.wellcomecollection.org

www.wellcome.org

Positioning

In the context of 'A world where everyone's experience of health matters,' our galleries are inclusive and accessible spaces, where rules of engagement are familiar and easily understood. The themes of each exhibition reflect Wellcome Collection's dynamic personality – from light-hearted and playful to enlightening or challenging.



At Wellcome Collection, we aim to:

- Seek out opportunities for everyone to contribute different forms of knowledge and understanding towards a healthier and more equitable future
- Give voice to a radical imagination of what health is and what it could be.
- Make meaningful connections between different perspectives and stories of health past, present and future, with our collections at the heart.

Objectives

We are looking for a PR agency to devise and implement media campaigns for the three exhibitions and the Shop, reaching major local, national and international press, arts publications, lifestyle and global health / science media across broadcast, print and online for Wellcome Collection in 2023.

We are looking for a PR agency who can support the wider Marketing and Comms strategy, to:

- Build profile and position Wellcome Collection's exhibitions and spokespeople.
- Place stories in key outlets for our audiences which will increase brand awareness and drive footfall to the gallery.
- Use the exhibitions to promote Wellcome Collection's mission, "A world where everyone's experience of health matters."
- Engage a wide network of journalists and outlets through Wellcome Collection's programme.
- Build profile and position of the Shop as a destination for thoughtful and interesting gifts focusing on two or three key moments in the year to be agreed and aligned with the exhibition campaigns where possible.
- Engage a more diverse range of audiences bringing together different experiences of and perspectives on health and human identity reflected on media coverage.

2023 brief programme description (more information provided as an annex):

Milk

30 March – 10 September 2023

Wellcome Collection's major Spring exhibition focusses on our changing relationship with milk in all its forms, and explores the interconnected scientific, cultural, political and economic forces that have helped establish milk's reputation as 'nature's perfect food.'

Milk provokes strong opinions, vivid memories, and visceral responses ranging from disgust to delight. The exhibition asks, why is this liquid so central to ideas (and ideals) of health, purity and "goodness"?; How has milk come to be seen as an essential food for children and adults alike?; How can historical representations and personal experiences of milk help us understand its current global status and symbolic power?

Genetic Automata | Larry Achiampong and David Blandy

8 June 2023 – January 2024 (closing date tbc)

In Spring 2023, Wellcome Collection presents Genetic Automata, an ongoing body of video works by artists Larry Achiampong and David Blandy, exploring race and identity in an age of avatars, video games and DNA ancestry. The series investigates where deeply ingrained ideas about race come from, and the role that science has played in both legitimizing and contesting race theory.



This exhibition will include a fourth part of the Genetic Automata series, co-commissioned by Wellcome Collection, Wellcome Connecting Science and Black Cultural Archives and shown for the first time in this exhibition as part of the whole series. The new film, which will address eugenics within the history of anthropology and its relationship with contemporary social politics, will be shown concurrently at the Wellcome Genome Campus in Hinxton, Cambridgeshire and the BCA in Brixton, London.

**The Cult of Beauty [working title]
26 October 2023 – 28 April 2024 (tbc)**

The notion and pursuit of beauty is intertwined with the entirety of human history socially, culturally, philosophically, scientifically and medically. In every culture and era, an ideal of beauty presents itself as the universal value worthy of going to great lengths to attain and sustain, forming a cult-like pursuit. What, then, shapes those driving forces that have led us to believe in a myth of universal beauty despite its clearly evolving nature?

The Cult of Beauty (working title) will explore across time and cultures - how we came to develop the perceptions and beliefs we have of beauty through notions such as morality, status and health, ageism, colourism/racism/whiteness and gender. Tracing a history of innovations in the beauty industry and their interactions with science, from Burroughs Wellcome's Hazeline Beauty cream to cosmetic fillers; the corset to the perfect selfie, it will also investigate how commercialisation and design in the 20th century turned pharmaceuticals into a full-blown beauty industry. Through new artist commission and contemporary loans, the exhibition will both question and celebrate what beauty means to different communities, particularly marginalised ones, in our world today.

Wellcome Collection's Shop

The new Shop opened in late Autumn 2022. Its product range will flex as we open new exhibitions, always offering something new. And it will reflect what Wellcome Collection stands for, showcasing unique and diverse collections and key themes relating to human experience of health – past and present.

The Shop team sell Wellcome Collection books and host author events, especially around exhibitions books. They will work with Exhibitions teams in planning product ranges to tie in with temporary forthcoming exhibitions, and work across Wellcome to share a treasure trove of information and ideas.

A shop at Wellcome Collection has been an integral part of our offer since Wellcome Collection opened in 2007, and was much loved by many visitors who saw it as a destination in itself. The new one, which will open in December 2022 will have a smaller footprint compared to the previous iterations, and a focus on gifts rather than books. It will be managed and run by an in-house team (previously it was Blackwells).

SCOPE OF WORK

Including but not limited to:

Planning

- Devise a targeted PR campaign for each of the 2023 exhibitions at Wellcome Collection.
- Developing press materials, such as press releases and any additional pitching documents, image sheets etc; liaising with Wellcome's team for review and sign off.

wellcome collection

- Develop, create and finalise press materials including key messages, working with Wellcome's communications team to align social media activity and project messaging.
- Coordinate sign off of press materials.
- Provide Wellcome with PR campaigns plan based on key audiences and project objectives reflecting Wellcome Collection's mission.
- Liaise with Wellcome's media office for organisational messaging and to develop briefing materials/Q+As.
- Identify, plan and deliver coverage for two or three key moments for Wellcome Collection's Shop in 2023, positioning it as a destination and promoting key products the media.
- Images management.
- Attend occasional project meetings (to be agreed in advance).

Note: we will provide an initial strategy and the press release for Milk, but it is expected that the selected agency leads on the development of these materials for the other two exhibitions.

Implementation

- Successfully issue press materials and digital assets such as images to relevant media.
- Focus is on quality of coverage and reaching Wellcome Collection audiences.
- Pitching stories to targeted media contacts including national, broadcast and online for preview features, news and reviews of the exhibition.
- Working with Wellcome Collection's comms team to organise the exhibitions press views and photo calls at Wellcome Collection.
- Managing and coordinating interview requests and liaising with curators and spokespeople; meeting onsite when necessary.
- Coordinating any news conferences, photocalls or filming relating to the PR campaign.
- Working with Wellcome's media team to brief spokespeople for interviews and prepare for press view.
- Promoting the accompanying events programme (to be agreed in advance).
- Managing the press campaign for the Shop.
- Notifying Wellcome's media office about any issues or potential issues that may arise.
- Working with Wellcome's media team to distribute releases and press view invitations to contacts.
- Incorporating details of the accompanying book and events programme into press materials when available.

Evaluation / monitoring

- Regular updates to Wellcome's media team about planned coverage and expected media to appear (Wellcome will monitor press coverage mentioning Wellcome Collection), but it is expected that key campaign features will be provided to curators and comms team as part of this project work.
- Provide a final coverage report / campaign summary at the end of the contracted period.
- Attend project team meetings when necessary as well as other person/phone/Teams meetings as required.
- Regular updates on progress throughout.
- Reporting on coverage when projects are live.
- Deliver a final report for each campaign.



Coverage expectations We would like to receive coverage in the following:

- General coverage in art and cultural pages as well as in other sections related to the themes of the exhibitions and Wellcome Collection's mission, such as science, history, environment, lifestyle, health and wellbeing.
- News coverage: work with correspondents on news stories for exhibition launches and/or openings.
- Local and national papers such as The Guardian, The Times, Telegraph, TimeOut, Evening Standard.
- Local and national broadcast and radio such as BBC London, BBC Breakfast, ITV, Radio 4.
- Specialised art, design and cultural publications e.g. Art Newspaper, Art Review, Frieze, *Wallpaper.
- Long lead lifestyle publications eg. CNTraveller, Stylist, Wired, World of Interiors, Dazed.
- Other coverage in publications that reach and prioritise our target audiences.

Additional opportunities

This could include press trips or developing press events for the exhibitions such as lunches / dinners. To be agreed in advance.

Spokespeople

- Milk: Marianne Templeton and Honor Beddard curators.
- Genetic Automata: Larry Achiampong and David Blandy, artists; Shamita Sharmacharja, curator; collaborators from Wellcome Connecting Science.
- Cult of Beauty: Janice Li, curator.

Audiences

For information about Wellcome Collection's target audiences, their motivations and demographic information, please see our [segmentation guide](#).

- Loyal: Existing and lapsed visitors.
- Local: Staff and those living, working, studying, or visiting the area
- Lookalike: Broad and diverse audiences who haven't yet engaged – considered with audience segmentation as well as demographics (e.g. families/students) in mind.
- Wellcome stakeholders.
- Our 'develop' segments: Immersive Explorers offer the greatest overall potential for commercial engagement. They spend frequently and value museum catering and retail as part of a visit.

PROPOSALS

Please submit your proposal by 21 December 2022 at 12 pm to Juan Sánchez
j.sanchez@wellcome.org:

We'll ask preferred agencies to come in for an hour meeting either the w/c 16 January or w/c 23 January 2023.

Shortlisted suppliers will be notified by Tuesday 10 January 2023. Where you will then be invited to presentation.



1. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	9 December 2022
5	Submission of RFP Response to Juan Sánchez j.sanchez@wellcome.org:	Supplier	Before 21 December 2022 12pm
6	RFP Evaluation Period shortlisted suppliers notified	Wellcome	w/c 9 January 2023
7	Supplier Presentations	Wellcome	w/c 16 and 23 January 2023
9	Notification of Contract Award	Wellcome	w/c 23 January
11	Contract Start Date	Wellcome & Supplier	1 February 2023

Proposal requirements/Format

Suppliers are required to submit proposals which respond to the following sections:

- Your proposed project team.
- A maximum three-page proposal outlining how you would approach this piece of work (word, pdf or pp) including information such as:

Question
Outline your approach and provide details of how you will conduct the work.
Outline any additional opportunity you might consider not included in the scope of work, including any (reasonable) proposed adjustments to timelines. A final timeline will be agreed prior to finalizing the contract.
Include key milestones and deliverables.
Highlight any risks you may foresee with meeting our requirements and explain your approach to mitigating them.
Summarize any GDPR risk and how you will mitigate against them.
Briefly outline your approach to diversity, equity, and inclusion in your proposed methodology and within your organization.

We would like to receive proposals from any type of supplier that is able to meet the brief. If a supplier specialises in providing one or some of the services we are looking for, they could partner with other agencies or freelancers to provide the full list of services we're looking for.



Suppliers submitting proposals as a registered company should review [Wellcome's terms and conditions](#).

Individuals submitting proposals as a sole trader (not registered) should review [this document](#).

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately.

2. Presentation

Shortlisted supplier presentation meetings will be one hour, and it will be an opportunity to discuss the proposal in length and the approach. As well as the following points:

- A brief introduction to your agency (max. 5 mins) – where possible we want to meet the team that we would be working with on a day-to-day basis.
- Your recommended approach to the Wellcome Collection's exhibition programme for 2023 (30 min), including:
 - A case study of how you've tackled similar opportunities.
 - Highlight to us any risks which you foresee with meeting Wellcome's requirements.
- Q&As (25min)

You can choose how you would like to present. A PowerPoint is not required unless you want to, talking it through is also enough. Please let us know in advance if you have any technical requirements.

3. Budget

The proposed budget for an 11-month contract (February to December) is of £35,000 + VAT and without including any additional opportunities and activities not listed in the scope of work which should be agreed beforehand.

4. Judging Criteria

Please note that your proposal and presentation will be judged against the following criteria:

- Shown understanding of the briefs by clearly unpacking how we reach our key audiences.
- Suggested campaign timelines that take both briefs into consideration.
- Provision of a dedicated account manager.
- Alignment with Wellcome's ethos.
- Experience of working with our target audiences.
- Commitment to quickly change strategy if needed.
- Can demonstrate 'why you'.
- Provide innovative ideas on top of the 'go-to' outlets.

5. Non-Disclosure and Confidentiality

Prospective Suppliers should be aware that inappropriate publicity could have a serious effect upon Wellcome's business. The information contained within this document or subsequently made available to prospective suppliers is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.



6. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

7. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

8. Disability Confident

The Wellcome Trust is proud to be a Disability Confident Employer (DC Level 2) and we encourage all our partners and suppliers to do the same. More information about this can be found on the government website [Disability Confident employer scheme and guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/disability-confident-employer-scheme-and-guidance). Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain and develop disabled people.

9. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g. submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

10. Equity, Diversity & Inclusion (EDI)

Wellcome's mission is to "support science to solve the urgent health challenges facing everyone". That makes equity, diversity and inclusion fundamental to our work.

We are committed to cultivating a fair and healthy environment for the people who work with and for us. We want to partner with organisations who share our commitment. With this in mind, we may ask you questions related to D&I as part of our RFP processes.

Wellcome Contact Details

The single point of contact within this RFP exercise for all communications is as indicated below:

Name: Juan Sánchez
Role: Wellcome Collection Media Manager
Email: j.sanchez@wellcome.org



ANNEX 1 – EXHIBITIONS SYNOPSIS

Additional information about the exhibitions

All the information below is still confidential and for reference only. It is subject to change.

MILK

**Gallery 1, Wellcome Collection
30 March – 10 September 2023**

Milk is an extraordinarily complex and contradictory substance. It is used as a symbol of the primal and natural, even as it has become ‘one of the most technologized liquids on the planet’ (Melanie Jackson & Esther Leslie).

Milk features in mythologies, rituals, and culinary traditions from around the world, and in the modern era its bucolic image has been deployed everywhere from pop culture to propaganda. It provokes strong opinions, vivid memories, and visceral responses ranging from disgust to delight. This exhibition will explore the dual familiarity and strangeness of milk, and the interconnected scientific, cultural, political and economic forces that helped establish milk’s reputation as ‘nature’s perfect food’ (E. Melanie DuPuis).

As mammals, milk defines our place in the world. Breast milk is our first food and medicine. Many of us also drink the milk of other species: dairy milk has become a globally traded commodity, despite the fact that over 60% of adults worldwide cannot digest lactose. In the 21st century, plant milk has also entered the mainstream in countries such as the UK, and forays are being made into producing milk from insects and genetically engineered yeast.

The ethics and environmental impacts of non-human milk sources are at the centre of contemporary debates about global warming and sustainable food systems. As milk is separated from the body, it becomes inseparable from bodily politics. Lactating bodies—human and non-human—are subject to processes of regulation and control.

Milk has longstanding associations with purity and whiteness; it has been used as a tool of empire and nationalism, and as a symbol of racial discrimination. It is central to histories of public health and nutrition. This exhibition will question our changing relationship to milk in all its forms, asking: Why is this seemingly banal liquid so central to ideas (and ideals) of health, purity and “goodness”? How has milk come to be seen as an essential food for children and adults alike? How can historical representations and personal experiences of milk help us understand its current global status and symbolic power?

Genetic Automata| Larry Achiampong and David Blandy Wellcome Collection, 8 June 2023

November 2023 Genetic Automata is an ongoing body of video works by artists Larry Achiampong and David Blandy, exploring race and identity in an age of avatars, video games and DNA ancestry.

The series investigates where deeply ingrained ideas about race come from, and the role that science has played in both legitimizing and contesting race theory. Wellcome Collection along with Wellcome Connecting Science and Black Cultural Archives are co-commissioning the fourth part of the series. This will be shown at Wellcome Collection as part of a major solo exhibition



profiling the whole series in Gallery 2 from June-November 2023. Elements of the new work will also be shown concurrently at the Wellcome Genome Campus in Hinxton, Cambridgeshire and the BCA in Brixton, London.

Genetic Automata is a four-part series of video installations. The first, A Terrible Fiction (2018), addresses the complex history of classification and segregation. It references the history of the theory of evolution, and the under-represented relationship between Darwin and his taxidermy teacher John Edmonstone, a freed slave whose contribution to western science remains largely unknown.

The second, A Lament for Power (2020), investigates how science can be used to understand the world –but also its commercial and political exploitation. It centres on Henrietta Lacks, and the non-consensual use of her ‘immortal’ cells which have been used to make world-changing discoveries such as mapping the human genome and the Polio vaccine. The work questions whose voices are erased from society’s narratives and in doing so, whose interests are served. Both parts employ spoken word soundtracks interspersed with imagery drawn from the contemporary video-gaming world, with specific reference to games with dystopian sci-fi narratives that in turn reference DNA ancestry and bio-terrorism.

A similar approach has been taken with the third installation, Dust to Data*, which examines the colonial history of archaeology and its present parallels in the data mining of DNA and social media image banks. Both rely on ideas of “origin” stories, notions of civilisation and essential difference. The work is grounded in the letters of Flinders Petrie (1853-1942), one of the progenitors of modern archaeology, and American sociologist and civil rights activist W.E.B Du Bois (1868-1963). It mixes CGI, archive, videogame and footage shot in collections laying out the legacy and complex history of archaeology in establishing narratives of “self” and “other”.

The fourth part of the series will address eugenics and the history of anthropology. It will trace the factors that catalysed eugenic policies from the right and left of politics and gave them weight in an increasingly precise scientific environment. It will look at figures such as Francis Galton (1822-1911), the founder of the Eugenics movement who established it as an academic discipline at UCL. The work will draw an explicit link between anthropological interest and the development of eugenics, and the subsequent collapse of the notion of the “objective outsider” after the crisis in the discipline. This will lead into research on new manifestations of eugenic thinking, from transhumanism to immigration rhetoric.

The artists will engage with the writings and legacy of Galton, filming related objects from University College London and the Wellcome Collection, as well as highlighting the counter-arguments of activist Harold A Moody from the Black Cultural Archive. Achiampong and Blandy will be investigating the archive as a space for insights into both the past and the present condition, seeing parallels between the colour bar and immigration policies of today.

*To access Dust to Data, please use this confidential link: <https://vimeo.com/566141699>
Password: dust

The Cult of Beauty [working title]
26 October 2023 – 28 April 2024 (TBC)

The notion and pursuit of beauty is intertwined with the entirety of human history socially, culturally, philosophically, scientifically and medically. In every culture and era, an ideal of beauty presents itself as the universal value worthy of going to great lengths to attain and sustain –

forming a cult-like pursuit. What, then, shapes those driving forces that have led us to believe in a myth of universal beauty despite its clearly evolving nature?

The Cult of Beauty (working title) will explore across time and cultures - how we came to develop the perceptions and beliefs we have of beauty through notions such as morality, status and health, ageism, colourism/racism/whiteness and gender. Tracing a history of innovations in the beauty industry and their interactions with science, from Burroughs Wellcome's Hazeline Beauty cream to cosmetic fillers; the corset to the perfect selfie, it will also investigate how commercialisation and design in the 20th century turned pharmaceuticals into a full-blown beauty industry. Through new artist commission and contemporary loans, the exhibition will both question and celebrate what beauty means to different communities, particularly marginalised ones, in our world today.

Exhibition key aims and objectives

Aims

- Ask what are the sociocultural factors across time and cultures that have shaped our ideals of beauty?
- Explore whether the depiction of beauty in media and industry has become truly inclusive in the last few decades?
- Investigate how pharmaceuticals and surgical procedures are transformed/packaged into a beauty industry and how that has affected our relationship to our bodies and self-image
- Through artwork and interventions, ask – what beauty is to us today?
- Explore how might beauty be used as a tool to subvert social constructs.

Objectives

Specific to the exhibition:

- As humans, we inevitably pursue beauty. Rather than being a critical analysis of our relationship with beauty, this exhibition aims to empower visitors to make informed decisions around it.
- Provide a wide, transdisciplinary, cross-cultural, transhistorical understanding of the history of beauty.
- Foreground and celebrate communities which are excluded and marginalised in the mainstream depiction of beauty standards
- Explore the power of beauty in our daily lives

General to Wellcome's overall objectives, including ED&I:

- Develop outside relationships and support creative practitioners and/or other institutions
- Enquiry-driven and seeks to generate and support new research
- Respond to pressing contemporary issues in a way that generates accessible, critical and emotionally resonant encounters for audiences

Exhibition key messages

- Universal beauty ideals are a myth. They have been shaped by millennia of socio-cultural, scientific and philosophical influences.
- The beauty industry is highly connected to health, medicine and pharmacy. When we make certain decisions relating to beauty, we are also making decisions directly influencing our bodies.
- If ideals of beauty are morphable, we can make choices that reflect values aligned that with our world today.