



## Request for Proposal (RFP) for science and health explainer video content

### 1. RFP Background & Objectives

We want to develop a new series of explainer videos (like these videos from [Vox](#) or [Nature](#)) for Wellcome's YouTube channel. Initially, these videos will draw on existing explainer articles from wellcome.org and translate them into engaging, findable and easily digestible video content that raises our profile and demonstrates our expertise in mental health, climate and health, infectious disease and discovery research.

We want to build a relevant, engaged and international YouTube audience for this type of content and establish Wellcome as a trusted, go-to source for information on these topics. The production and output of these videos must be carried out in line with Wellcome's commitment to equitable communication.

### 2. RFP Specification

This section sets out the specification of services for this RFP exercise. Suppliers should use this section to fully understand Wellcome's requirements and to inform their response.

All content produced for Wellcome's digital channels must follow our inclusive communications principles and embed inclusivity, diversity and accessibility from the very beginning of the strategic process and in every decision and creative choice that follows.

#### Strategic objectives:

- Our core audiences better understand Wellcome's vision, ambition and the core concepts that underpin our strategy.
- Wellcome is considered by core audiences as a Thought Leader across mental health, climate and health, infectious diseases and discovery research
- Build trust – content is accurate, relevant, transparent, accessible and inclusive
- Build understanding – our content inspires and educates our audiences, by meeting them where they get their content with engaging content that meets their needs

#### Deliverables – over three months:

- 4 x 5-10 minute explainer videos for Wellcome's YouTube channel
- Format, style and content structure to be guided by expertise of the agency, but each video should:
  - use a combination of illustrative animation, stock footage and narration
  - include strong intro hooks to draw the audience in and an engaging narrative
  - develop a consistent, unique and engaging visual style that aligns with Wellcome's [brand guidelines](#) and can be used across all our explainer content
  - be evergreen and search-optimised to reach new audiences
  - feel professional, on brand and trustworthy
  - take advantage of opportunities to include video interviews with Wellcome-funded experts to demonstrate the diversity in the people we fund
- All videos must meet our content accessibility and inclusivity requirements
- Accurate english language .srt caption files for each video
- Accurate, descriptive transcript for each video



- Videos should all include an audio narration that represents all visual information, if not possible for any reason, a separate audio description must be provided
- 4 x branded YouTube thumbnails
- 4 x shorter edits from each video in 9:16 format for YouTube Shorts and/or Instagram Reels
- 4 x shorter edits from each video in 1:1 format for Instagram, LinkedIn and Twitter
- Establish a repeatable structure and formula for Wellcome's explainer videos that can be replicated consistently for future explainer videos

### **Audience:**

We want to use these videos to build our YouTube audience and establish a subscriber base of:

- Early-career researchers
  - Audience motivation: they want to know what areas Wellcome cares about / are generally interested in science and research / want to increase their understanding of areas adjacent to their work and keep up to date with the science landscape
  - Audience challenges: time poor, career stability, not confident in funding applications
  - Opinion of Wellcome: prestigious but potentially out of reach
  - Content goal for this audience: build trust in Wellcome / increase understanding of the areas we work in and the people we (want to) support
- Under-resourced researchers
  - Audience motivation: generally interested in science and research / want to increase their understanding of areas adjacent to their work and keep up to date with the science landscape / want to know what areas Wellcome cares about
  - Audience challenges: feels on the outside of academic circles, feel unstable in research career, difficulty with access to resources and/or stable internet
  - Opinion of Wellcome: unknown / out of reach
  - Content goal for this audience: build trust in and awareness of Wellcome / increase understanding of the areas we work in and the people we (want to) support
- People that work in or adjacent to research (e.g. research office staff, charity staff)
  - Audience motivation: help researchers carry out their work / generally interested in science
  - Audience challenges: time poor / keeping up with the fast-changing science and research landscape
  - Opinion of Wellcome: prestigious, competitive to get grants
  - Content goal for this audience: increase understanding of the areas we work in and the people we (want to) support
- Policy influencers (e.g. policy advisors, campaigners or charity staff)
  - Audience motivation: increase understanding of a topic to help their work
  - Audience challenges: time poor / need a high-level understanding of lots of different complex topics and issues
  - Opinion of Wellcome: Unknown or not aware of relevance



- Content goal for this audience: provide findable, accurate, engaging, informative and easy to digest content / increase understanding of the areas we work in / build trust and awareness of Wellcome

We are also keen to develop these audiences outside of the UK – particularly in low- and middle-income countries.

Notes on our existing YouTube audience:

- Geographies: India (24%), US (18%), UK (10%)
- Demographic: 18-34 (68%) & 35-44 (18%) with an even gender split
- Most are not subscribers

**Success measures:**

- Average time viewed
- Video views
- Increases in subscribers and/or clicks to watch another Wellcome video
- Create a repeatable structure and formula for Wellcome’s explainer videos that can be replicated consistently for future explainer videos

**3. RFP Timetable**

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	WT	24 March 2023
3	Submission of Supplier Q&A to Wellcome Contact	Supplier	3 April 2023
4	Return of Supplier Q&A to Suppliers and added to Website	WT	11 April 2023
5	Submission of RFP Response	Supplier	2 May 2023
6	RFP Evaluation Period	WT	3 May to 12 May 2023
7	Supplier Presentations	Supplier	22 May to 26 May 2023
9	Notification of Contract Award	WT	Early June 2023
10	Contract Negotiation	WT & Supplier	End of June 2023
11	Contract Start Date	WT & Supplier	Early July 2023

**4. Response Format**

The following headers support the timetable by providing further detail of the key steps.

**Supplier Q&A**

Prior to the submission of your RFP response, Suppliers are provided the opportunity to submit any questions they have about the exercise and the activity. All questions will be collated, anonymised, answered and returned to all Suppliers and added to the Website. Please make sure you ask all questions at this stage. Once Wellcome have responded to all



questions if you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

All questions are to be submitted to the Wellcome Contact by e-mail in accordance with the RFP timetable.

### **RFP Proposal**

Suppliers are required to submit proposals which respond to the following sections, this can be in any format such as a PDF or word document, slide deck or video;

### **RFP Questions**

This section requests responses from Suppliers specific questions in relation to this RFP exercise.

<b>#</b>	<b>Question</b>	<b>Max. words</b>
1	Describe how you propose to meet our requirements	800
2	Please elaborate on how you will embed inclusivity, diversity and accessibility in the content and production processes in every stage of this project	450
3	Please elaborate on how you will establish a repeatable structure and formula for Wellcome's explainer videos	450
4	Please elaborate on how you will create video content that reaches and engages our target audience(s)	450
5	What makes you best placed to fulfil Wellcome's requirements set out within this request?	600
6	Provide a cost proposal which details and justifies the proposed costs to meet our requirements	450
7	Provide three case studies of where you have successfully provided services similar to those described in this request for proposal	450
8	Outline any impacts the service or product has on the environment. (Outline any measures in place to mitigate against these impacts).	450
9	Summarise any GDPR risks and how you will mitigate against them.	300
10	Highlight any other risks you may foresee with meeting our requirements and explain your approach to mitigating them.	300
11	Provide an overview of your organisation. (Please include confirmation of whether you are a company or individual, and if you are a company, please provide full company name, address and company registration number)	200

***Proposals will be assessed against the following criteria:***



<b>Methodology</b> 45%	<i>Coverage:</i> How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address? <i>Quality:</i> Is the proposed methodology aligned with our needs? <i>Utility:</i> Will the proposed methodology deliver the desired, credible, and useful results? <i>Inclusivity:</i> Will the proposed methodology prioritise inclusive and equitable communications practices?
<b>Experience</b> 25%	<i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work? Does the supplier have a track record of embedding inclusivity, diversity and accessibility in their content and production processes?
<b>Delivery &amp; Outputs</b> 15%	<i>Communication:</i> Is there a good plan for communicating with the Wellcome team? <i>Delivery plan:</i> Is the proposed delivery plan appropriate and achievable? <i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?
<b>Budget</b> 15%	<i>Value for Money:</i> Is the proposed work within budget and good value for money?

**Contract Feedback**

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review this [document](#). 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 (see point 7 below).

**Information Governance**

Under GDPR/Data Protection law, Wellcome must keep a record of all personal information it is processing (i.e., collecting, using, and sharing). This record will be made available to the Information Commissioner’s Office upon request.

This is Wellcome's record of data processing activities which meets GDPR article 30 requirements.

Suppliers are asked to complete the [TPSRA2](#) assessment if they are invited to Presentation stage, this is for Wellcome to assess how you handle data.



### **Supplier Presentations**

Following a submission of the proposal successful proposals will be invited to a virtual meeting which will last 50 minutes in total and will be a PowerPoint presentation followed by questions and answers session.

## **5. About Wellcome**

Wellcome improves health for everyone by funding research, leading policy and advocacy campaigns, and building global partnerships. Collaborative research that involves a diverse range of people from different fields of interest is key to progress in health science – and to achieving our aim of fostering a healthier, happier, world. We're taking on the biggest health challenges facing humanity – climate and health, infectious disease, and mental health – to find urgent solutions and accelerate preventions. Find out more about Wellcome and our work at: [wellcome.org](http://wellcome.org).

## **6. 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.

## **7. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules**

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

## **8. Independent Proposal**

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

## **9. Funding**

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

## **10. 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.

## **11. 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.

## **12. 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/guidance/disability-confident-employer-scheme). 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.

## **13. 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.

## **14. Diversity & Inclusion**

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. As we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.



## 15. Wellcome Contact Details

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

Name: Chlöe Choppen  
Role: Digital Content and Social Media Producer  
Email: [c.choppen@wellcome.org](mailto:c.choppen@wellcome.org)