

RFP for science and health explainer video content

Question and answers

Q1 Do you have a budget range in mind?

A1 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposal.

Q2 How many organisations are bidding for this work?

A2 This request for proposals is an open call, and as such we will not know how many organisations are bidding for the work until the submission deadline has passed.

Q3 The RFP says: “ ... these videos will draw on existing explainer articles“. Are these articles all text?

A3 Yes, the explainers are text – some may have a few photographs or an infographic as accompanying material. [All of our explainer articles can be viewed on our website.](#)

Q4 Can we see an example of such an article now?

A4 [All of our explainer articles can be viewed on our website.](#)

Q5 Are these articles the final primary source?

A5 Yes, each video will be based on one of the explainer articles – the final selection of articles is to be discussed and agreed with the selected supplier.

Q6 Would Wellcome supply scripts or would the successful supplier be expected to?

A6 We would require the supplier to produce the scripts, using the explainer articles as the primary source material.

Q7 Is it an action for the successful supplier to made the videos ‘findable’?

A7 It is expected that the supplier will be able to advise us on the best practice for optimising the video content for YouTube search.

Q8 Would the successful supplier be required to work on the distribution side of the project?

A8 The supplier will not be required to work on the distribution of the video content, however it is expected that the supplier will be able to advise us on the best practice for designing content that engages and reaches our target audiences.

Q9 What's the tone of the videos?

A9 The tone of the videos should be informative, trustworthy and professional. They should feel native to the platform, using the editing techniques and styles most suitable to the YouTube audiences.

Q10 Do you know what you want to say on each of your four core topics, for example is there agreed messaging in place?

A10 Each video will follow the messaging of an existing explainer article. The final selection of articles is to be discussed and agreed with the selected supplier. They will cover one topic within each of the three health challenges that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q11 Do you have a library of stock footage - or access to stock footage - or should we include purchasing the footage in our budget?

A11 If required, suppliers will have access to Wellcome's ArtList account for stock footage.

Q12 Is there a sonic library available at Wellcome for use in the videos, or should we include this in our budgeting plans?

A12 If required, suppliers will have access to Wellcome's ArtList account for sounds.

Q13 Are your guidelines about equitable communication available to read?

A13 [You can review the latest version of our inclusive comms principles here](#). Please note that these principles are constantly being reviewed and iterated as we learn more, so may be amended at a future date.

Q14 Please can you share your current communications strategy?

A14 We do not have a communications strategy available to share. Our strategy focuses on our vision to develop inspiring and trusted digital channels that effectively communicate who Wellcome is and what Wellcome does, and drive the development of a global research, policy and advocacy community. We want to build trust (by creating content that is accurate, relevant, transparent, accessible and inclusive) and build understanding (by regularly publishing accurate, diverse and engaging content and by meeting users where they are with content that meets their needs).

Q15 Can you provide further details on your accessibility and inclusivity requirements, in addition to the points included in the RFP?

A15 [You can review the latest version of our inclusive comms principles here](#). Please note that these principles are constantly being reviewed and iterated as we learn more, so may be amended at a future date.

Q16 How long do you envision using these videos for? Will they be updated as science etc moves on?

A16 The videos should be designed to be evergreen content. Source articles will be selected for their suitability to this requirement, however if for any reason any of the videos become inaccurate, we will

consider updating them on a case-by-case basis.

Q17 Would you consider repurposing the videos for a portrait orientation video platform (TikTok, Snap, Instagram stories)?

A17 Yes, as outlined on the RFP we would require suppliers to deliver versions of each video in portrait (9:16 format), optimised for YouTube Shorts and/or Instagram Reels.

Q18 Can our response to the RFP include more than just answers to the questions on page 4, or should it solely follow the questions?

A18 Proposals should answer, and will be assessed on, only the questions listed in the RFP.

Q19 What is the sign off process at Wellcome?

A19 The sign off processes would be discussed and agreed with the supplier at the start of the project. As well as sign off from within the Digital Content and Social Media team, each video will need to be approved by relevant stakeholders for content accuracy and for branding.

Q20 Would you like the agency you select to work closely with the relevant policy teams?

A20 The selected supplier will not be expected to work with Wellcome's policy team.

Q22 Will your team provide the scripts for the videos, or do we have to develop the scripts?

A22 We would require the supplier to produce the scripts, using the explainer articles as the primary source material.

Q23 As there are many videos involved, can you please let us know the budget range that you're working with?

A23 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposals.

Q24 Is there a budget for this project?

A24 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposals.

Q25 To help us estimate the scope, could you tell us what the content for each video will be?

A25 The content for each video will be based off one of our existing explainer articles and will need to

contain a similar level of detail.

Q26 Should all videos have a consistent look and feel as a collection, or a distinctive visual approach for each video?

A26 The supplier would be expected to develop a consistent, unique and engaging visual style that aligns with Wellcome's brand guidelines and can be used across all our explainer content.

Q27 Is this the explainer content that is being referred to <https://wellcome.org/news-and-reports>?

A27 [All of our explainer articles can be viewed on our website here.](#)

Q28 Do you have priorities amongst existing explainer content, and can you suggest the 4 you would like to start with?

A28 The final selection of articles is to be discussed and agreed with the selected supplier. They will cover one topic within each of the three health challenges that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q29 Would these 4 explainer videos sit across multiple topic areas, or focus on one of: mental health, climate and health, infectious disease and discovery research?

A29 The videos will cover one topic within each of the three health challenges that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q30 Would these four videos each cover different topics, or would they be viewed as a series within the same topic area?

A30 The videos will each cover a different topic.

Q31 Vox has a range of series, like Earworm and By Design, to shelve different themes. Since the Wellcome Trust also categorises its own research into four main areas, do you imagine the online explainer videos doing the same?

A31 The four videos outlined in this RFP will sit within a single 'Explainer' playlist on our channel.

Q32 Would all 4 videos need to be delivered at the same time or at different points within the 3 month period?

A32 We are happy for the supplier to suggest the best timelines for delivering the video content – we do not necessarily need them all to be delivered at the same time.

Q33 You mention an opportunity to include video interviews with Wellcome funded experts - are these people contractually obliged to appear in such content, or would these people need to be paid for their time/appearance?

A33 Nobody would be contractually obliged to be in this content. We would approach potential contributors on a case-by-case basis and seek consent for their involvement. As a result, and because we don't yet know who such contributors may be, we cannot say at this point if they would need to be reimbursed for their time. We would approach this on a case-by-case basis with the successful supplier.

Q34 You mention an opportunity to include video interviews with Wellcome funded experts - where do these experts tend to be based (UK vs Europe vs Worldwide)?

A34 We work with experts all over the world, and it would be important to represent this diversity if we choose to interview people for this project.

Q35 Will we have access to the science communicators who produced the relevant blog articles to collaborate on the plans for the videos we make?

A35 Yes – the articles were produced by the Digital Content and Social Media team at Wellcome. The selected supplier will be working with the same team for this video content project.

Q36 Do you have a process in mind for the scripts/narration of these explainer videos? Will the writers/experts at Wellcome want to lead on what we say and how we translate the articles for film – or be more of a script editor?

A36 The explainer articles used as source material for these videos have already been signed off for accuracy and messaging by the relevant experts and stakeholders. The selected supplier would lead on the process for producing and writing the scripts in line with the same messaging.

Q37 Are there specific low-middle income countries that you're looking to expand reach to specifically?

A37 This will be determined by topics we choose to cover and discussed with the selected supplier.

Q38 Are there geographies with large numbers of your core audiences where you're not reaching or reaching less than you aim to?

A38 We are particularly interested to hear suggestions for if and how this type of content can be catered to reach audiences in low- and middle-income countries.

Q39 Will there be transcreation required for certain languages or geographies?

A39 No, we will not expect the content to be translated into any language other than English.

Q40 Are there core audiences who are higher priority for this project?

A40 We would work with the selected supplier to identify which of the core audiences are most appropriate for targeting with this type of content.

Q41 Would these four videos be targeted at any of your core audiences specifically, or would each video be working to appeal to all core audiences?

A41 We would work with the selected supplier to identify which of the core audiences are most appropriate for targeting with this type of content.

Q42 Are there any within your core audiences with whom you think this content will particularly appeal?

A42 We think this type of content could be formatted to be appealing to any of our core audiences, and we would work with the selected supplier to identify which of these core audiences are most appropriate to focus on with this project.

Q43 For the target audiences identified, do you have any data or research to indicate their content preferences on the platforms indicated for the placement of these videos?

A43 We have detailed personas for each of our audience types, with more information about their content preferences. These will be shared with the selected supplier to help inform their final approach.

Q44 Given the additional need for shorter versions to appear on Instagram, LinkedIn and Twitter, do you have any information about these audiences and how they may be different to your YouTube audience which you would like us to consider in how we create the shorter versions?

A44 The shorter versions of each video would need to be optimised to meet the standards and best practice for these platforms. The selected supplier will have access to our social media analytics to help inform the final approach.

Q45 Are there any data or insights on your existing YouTube or other content on social media that we can evaluate?

A45 The selected supplier will have access to our YouTube analytics to help inform the final approach.

Q46 For the existing explainer content in blog format, do you have data and insights on consumption, such as page views, bounce rates, scroll tracking, etc. that we can review?

A46 The selected supplier will have access to our Google analytics to help inform the final approach.

Q47 For the success measures indicated in the RFP, are you able to provide any targets and existing benchmarks?

A47 We will work with the selected supplier to set realistic targets and benchmarks for the video content that best reflects the objectives for the content.

Q48 Do your targets and benchmarks for this activity apply to the secondary platforms of Instagram, LinkedIn and Twitter or do you have separate targets and benchmarks for those platforms that you can share?

A48 Our Instagram, LinkedIn and Twitter platforms each have their own benchmarks and targets which

will be discussed with the selected supplier. However, the primary objective for these videos is their performance on YouTube.

Q49 Will you be using any research methods to evaluate success against the strategic objectives for this project; for example a brand tracking survey?

A49 Not at this stage.

Q50 What roles and skills make up the video/digital content team at Wellcome collection (so that in the future we can ensure our approach is scalable for them to deliver)?

A50 The digital content and social media team at Wellcome includes one multimedia producer and five digital content producers – these roles cover a range of skills including video editing, filming and copywriting.

Q51 What programmes/software are used by the video/digital content team to design assets?

A51 The digital content and social media team use a range of software to produce content, including Adobe Suite and Canva.

Q52 We understand the RFP can be submitted in any format, but can Wellcome watch videos embedded in Google Slides? Some organisations have Google Services blocked, for example.

A52 Submitting your proposal with videos embedded in Google Slides is fine.

Q53 Does the team reviewing our submission have any accessibility needs we can consider in our response?

A53 There are no accessibility requirements that you need to consider in the submission of your proposal, please submit it in whichever format is most suitable for your requirements.

Q54 It would be useful to understand the complexity of the topics you're looking to cover in each film. Are we able to have access to any specific research or an example article that a film would centre on?

A54 The content for each video will be based off one of our existing explainer articles and will need to contain a similar level of detail. [Examples of the explainer articles can be found on our website.](#)

Q55 Would you like us to explore the potential of a long lasting series of content? Do you see scope beyond these first 4 films?

A55 At this stage, we only require suppliers to submit proposals for the four videos outlined in the RFP.

Q56 Are you able to provide us with an approximate budget for the whole film series?

A56 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in

your proposals.

Q57 You've mentioned about involving video interviews with experts - do these already currently exist or will filming these need to be included in any overall costs?

A57 We have access to some existing interviews, however if any new interview content is required to cover the topic appropriately this would need to be included in the overall costs.

Q58 If these interviews do need to be filming, would Wellcome provide support in organizing the timings and locations?

A58 Yes, we can help to liaise with Wellcome stakeholders and interviewees.

Q59 Would you expect the interviews to be in person or done remotely?

A59 The format and recording style of the interviews should be led by the expertise of the selected supplier to best meet the objectives outlined in the RFP – we are happy for them to be remotely recorded if required.

Q60 Can you share your 'content accessibility and inclusivity requirements'?

A60 [You can review the latest version of our inclusive comms principles here.](#) Please note that these principles are constantly being reviewed and iterated as we learn more, so may be amended at a future date. The selected supplier will also be provided with our content accessibility checklist which ensures content produced and shared by Wellcome meets the latest accessibility recommendations (for example, those outlined by the W3C Web Accessibility Initiative).

Q61 Does the series have a campaign or series name? Would you like us to provide one for you?

A61 No, this will not be required.

Q62 We can see your audience segmentation appears to be very specific and targeted, would you be open to us talking about how you can expand this for broader opportunities?

A62 Yes

Q63 Is the running time of 5-10 minutes a non negotiable? Depending on the strategic and creative suggestions would you consider other suggestions?

A63 The timings in the RFP are a suggestion, but the final length of the videos will be led by the expertise of the selected supplier.

Q64 When would you want all the films delivered?

A64 The videos should be delivered within three months of the contract being awarded to the selected supplier.

Q65 Can you confirm what time on the 2nd of May you'd like the proposal delivered?

A65 The deadline for submitting proposals is 23:59 BST, 2 May 2023.

Q66 How many stakeholders are taking part in this process?

A66 Three Wellcome stakeholders will be involved in reviewing the proposals to this RFP.

Q67 You've mentioned there will be opportunities for presentations - can you provide us with an agenda of what you'd like included? Is there a time limit to these meetings?

A67 The exact agenda of the presentations will be confirmed when we select the suppliers that we are bringing forward to the next stage. The meetings will last no longer than 45 minutes.

Q68 Will all project stakeholders be present at the presentation stage?

A68 The key project stakeholders will be present at the presentation stage.

Q69 Will all agencies have the opportunity to present, or will this be a selection process?

A69 Based on the proposals submitted, we will be selecting a small number of suppliers to invite to present (no more than four).

Q70 What would you say have been your biggest challenges with working with agencies in the past?

A70 Clear communication, transparency and agreed sign-off processes are important aspects for us when working with an agency. It is also crucial that the selected agency aligns with our inclusive communications priorities.

Q71 Are there any specific characteristics you look for in a good potential creative agency partner?

A71 Clear communication, transparency and agreed sign-off processes are important aspects for us when working with an agency. It is also crucial that the selected agency aligns with our inclusive communications priorities.

Q72 Depending on the success of the content and the client x agency partnership, would the successful agency have the opportunity for future projects/campaign work outside of this procurement process?

A72 At this time we are seeking responses to this particular proposal and the potential for future work will not be considered in assessment of suitability to deliver this work. We do however work with suppliers on a repeat basis where this delivers on our objectives and is cost effective.

Q73 Would you be open to reducing the length/durations of the videos? (Noting that some of your audiences are 'time poor')

A73 Yes – the timings in the RFP are a suggestion, the final length of the videos will be led by the expertise of the selected supplier.

Q74 With this (animated) medium, whether a video is 5 minutes or 10 minutes makes a big difference to price. Could you clarify if you'd like us to cost-up for 4 x 5 minute videos, 4 x 10 minutes or perhaps 4 x 7.5 minute videos?

A74 The timings in the RFP are a suggestion, the final length of the videos should be led by the expertise of the supplier. We encourage suppliers to propose (and budget for) the best format to meet the objectives outlined in the RFP.

Q75 Descriptive transcripts and full Audio Description (VoiceOver recorded file) are certainly indeed best practice for inclusivity. Double-checking you are happy for production of these to be included in the quote?

A75 Yes, we require these deliverables to be included in the budget for this project.

Q76 Please advise how short you would like shorter edits in 9:16 and 1:1. Kindly be as accurate as possible with the duration. Let us know if you would prefer straight forward 'crops' or re-working to 1:1.

A76 The length and format of all of the video content deliverables should be led by the expertise of the supplier. We encourage suppliers to propose (and budget for) the best format to meet the objectives outlined in the RFP.

Q77 Could a level of competitor research and art direction exploration etc be included in the quote for this project? (i.e. not solely production)

A77 We encourage suppliers to propose and budget for the approach that will best meet the objectives outlined in the RFP. We would be open to including competitor research and art direction if required.

Q78 Please could we be provided with a ballpark budget and maximum available (and whether that's incl or excl or VAT)

A78 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposals.

Q79 Would you be interested in the production of reusable templates and mogrts etc for repeatability of style? If so, would you be happy for reusable assets and templates to be included in the quote?

A79 Yes, this is something that would be a useful deliverable to include.

Q80 Would you want the delivery of the Working Project Files or just the final products

A80 Please include the delivery of the working project files in your proposed and itemised budget so that we can consider the cost/value of both options.

Q81 Would you be open to staged/phased testing and/or co-production with target audiences or focus groups?

A81 We encourage suppliers to propose and budget for the approach that will best meet the objectives outlined in the RFP. We would be open to this approach if the selected supplier felt this was the best way to meet our objectives.

Q82 Do you have a rough deadline for these finalised videos / launch plan?

A82 The videos should be delivered within three months of the contract being awarded to the selected supplier.

Q83 To what extent would you prefer the supplier to be involved in scriptwriting?

A83 We would require the supplier to produce the scripts, using the explainer articles as the primary source material.

Q84 To what extent, and in what capacity/roles, do you envision Wellcome staff, any stakeholders or any representatives or target audience being involved in the process?

A84 We would work with the selected supplier to agree on roles and responsibilities at the beginning of the project. Key stakeholders in the Digital Content and Social Media team will be the most involved in the project from Wellcome's side, and regular communication with these team members would be expected. Any other involvement of Wellcome's internal stakeholders would be coordinated by the Digital Content and Social Media team.

Q85 Should all four videos cover your expertise in all four pillars of your work: mental health, climate and health, infectious disease and discovery research? Or focus on one pillar at a time?

A85 The videos will cover one topic within each of the three health challenges areas that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q86 All videos will be in English with English captions, will captions in other languages be required?

A86 No, we will not expect the content to be translated into any language other than English.

Q87 The videos will draw on existing explainer articles, therefore do you have specific existing explainer articles that you can sign post us to, to form the direction of our creative response? Or would you rather defer to our recommendation?

A87 The final selection of articles is to be discussed and agreed with the selected supplier. They will cover one topic within each of the three health challenges areas that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q88 The strategic objectives don't outline a specific call to action. Is there one, or is the focus solely reputational and to build understanding?

A88 There is no call to action for these videos – the objectives outlined in the RFP cover the objectives for this project.

Q89 There is no reference to music in the brand book, shall we assume that you are happy for the agency to recommend?

A89 Yes

Q90 The brief suggests 4 x 5-10min videos, however based on your audience profiles and objectives, is there an opportunity to do more than 4 videos allowing specific content to be created for specific audiences, such as Policy influencers / under resourced researchers / low-and-middle income countries?

A90 For this project we would only require suppliers to propose an approach for producing four videos as outlined in the RFP.

Q91 Is there any content on the WT YouTube site that you don't find as successful and if so, why?

A91 We produced [this short explainer on Zoonotic Diseases](#) internally last year, trialing a new format and approach to our video content. However, despite the search term 'zoonotic diseases' receiving high levels of traffic at the time, the video underperformed compared to what we had hoped. Another example is [this explainer on human infection studies](#) – we really like the format and styling of the video, but the video hasn't received the level of traffic or engagement that we would hope.

Q92 In terms of interviews with Wellcome-funded experts – does this content already exist or is this new content? Will Wellcome identify the experts and does this include experts from low-and-middle income countries?

A92 We have some existing interviews that would be available to use. Any additional interviews that were required with Wellcome experts we would help to arrange – including experts from low-and-middle income countries.

Q93 We note you are keen to develop your audiences outside of the UK and you specifically note India and the US in the brief – is this content intended for these markets too?

A93 India and the US makes up a segment of our existing YouTube audience, so these videos should cater to this audience as well as new audiences.

Q94 If so, for India, should we consider translating the content?

A94 No, we will not expect the content to be translated into any language other than English.

Q95 Will you require any targeted paid media support for this content?

A95 Wellcome has a digital marketing team and paid media agency that we may work with to increase

the reach of the video content. In this case, the agency would be expected to work with the paid media agency to develop short trailer ads of the video content, but would not be expected to manage any of the targeted paid media campaign.

Q96 When do you require the content to be delivered?

A96 The videos should be delivered within three months of the contract being awarded to the selected supplier.

Q97 Is there a maximum length for the submission?

A97 The RFP questions have a maximum word length, please adhere to these limits.

Q98 Will Wellcome help to source the Wellcome funded experts to appear in the films? A98 Yes, we will help to arrange any interviews with Wellcome's stakeholders and Wellcome-funded experts.

Q99 Is the ambition to film the Wellcome funded experts remotely via zoom or is the expectation that local shoots are organised?

A99 The format and recording style of the interviews should be led by the expertise of the selected supplier to best meet the objectives outlined in the RFP – we are happy for them to be remotely recorded if required.

Q100 Is there a timeline for the content delivery from contract start date in early July?

A100 The videos should be delivered within three months of the contract being awarded to the selected supplier.

Q101 Will all the content be delivered at the same time or is it staggered?

A101 We are happy for the supplier to suggest the best timelines for delivering the video content – we do not necessarily need them all to be delivered at the same time.

Q102 Is there an overall budget? Does it include creation and optimisation of the content?

A102 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposal. The budget should include creation and optimisation of the content.

Q103 Do we have access to Wellcome's resources/experts for creative development. What resources are available to the awarded supplier?

A103 The Digital Content and Social Media team will be the main point of contact for the selected supplier who will be able to advise on Wellcome messaging and tone. We will also coordinate any collaboration required with Wellcome's scientific and research stakeholders, who are based across a wide variety of research fields and geographies. Wellcome's creative team will also be consulting on this

project to help ensure the videos are aligned with our brand guidelines.

Q104 Do we have access to existing imagery/assets/video?

A104 Yes, the selected supplier would have access to some existing imagery, assets and video.

Q105 What is Wellcome's internal process for giving feedback during production likely to be?

A105 The sign off and feedback processes would be discussed and agreed with the supplier at the start of the project. As well as sign off from within the Digital Content and Social Media team, each video will need to be approved by relevant stakeholders for content accuracy and for branding.

Q106 Will the Wellcome.org articles be chosen and proscribed by the Wellcome Team?

A106 The final selection of articles is to be discussed and agreed with the selected supplier in order to best meet the objectives of this project. They will cover one topic within each of the three health challenges areas that Wellcome is focused on (mental health, climate and health, and infectious disease) and one topic that crosses over two or more of the areas (for example, how climate change affects infectious disease).

Q107 How many suppliers are chosen for Supplier Presentations in May?

A107 Based on the proposals submitted, we will be selecting a small number of suppliers to invite to present (no more than four).

Q108 What specifically do you like about the Vox and Nature video examples supplied?

A108 Strong, engaging script and visuals that grab the audience's attention immediately, and that communicate complex topics clearly and confidently.

Q109 To what extent do you want content/copy writing support to turn the articles into videos?

A109 We would require the supplier to produce the scripts, using the explainer articles as the primary source material.

Q110 Do you have any other metrics from your current channel in terms of views, subscribers etc that it would be useful to benchmark?

A110 The selected supplier will have access to our YouTube and Google Analytics to help inform the final approach.

Q111 Do you know how much the target audiences are represented in the current audience?

A111 Only to the extent that we have shared in the RFP

Q112 Do you have a budget in mind for this work?

A112 The budget will be led by the proposal that best meets the objectives described in the RFP. We

understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposal.

Q113 Do you have a deadline in mind for this work?

A113 The videos should be delivered within three months of the contract being awarded to the selected supplier.

Q114 Do you have any existing brand guidelines or documents to follow?

A114 Yes, Wellcome's brand guidelines can be viewed online here: <https://brand.wellcome.org/>

Q115 Has Wellcome created any similar type of content before?

A115 We have created a [few different explainer-style videos for our YouTube](#) in the past, which have gained varying levels of engagement. [This is another example](#) of one of our previous explainer videos which has a great format and styling, however didn't receive the level of traffic or engagement we might hope for.

Q117 Do you have a rough idea for a ballpark cost estimate or would you be looking to the supplier to provide you with these first?

A117 The budget will be led by the proposal that best meets the objectives described in the RFP. We understand that some suppliers may be able to adapt their approach and deliverables dependent on the budget, in which case we recommend outlining these different budget range estimates and options in your proposal.