

Request for Proposals (RfP) for Media Planning and Buying for Wellcome Collection & Wellcome Photography Prize.

1. Introducing Wellcome

Hello. We're the Wellcome Trust, a politically and financially independent charitable foundation. We fund health and science research, but we're not a traditional charity like Oxfam or Cancer Research because we don't fundraise for donations; our work is funded by an endowment and managed by a large investment portfolio.

In October 2020 Wellcome set out our new strategy and vision to '**support science to solve the urgent health challenges facing everyone**'. Wellcome's focus is to enable science and innovation to tackle the greatest threats facing humanity, through a broad programme of Discovery Research, together with research directed at three specific health challenges: Infectious Disease, Mental Health, and Climate and Health. These challenges were selected based on the urgency and scale of the threat, and the opportunity for Wellcome to make a difference. The strategy and vision provide a clear focus for Wellcome, consolidating our work and aligning the whole organisation to achieve a smaller number of clear ambitious goals.

wellcome.org

Wellcome Collection

Part of Wellcome, Wellcome Collection is a free museum exploring health and human experience. It offers a changing programme of curated exhibitions, museum and library collections, a live programme of public events, plus a beautiful Reading Room, café and shop (which is now run by Wellcome Trust Trading Co. and opened in December 2022).

Wellcome has always recognised that science, health and medicine exist within social and cultural contexts giving us a unique perspective compared to other science and health organisations. Wellcome Collection has recently developed a new ten-year vision and mission which will contribute to Wellcome's overall strategy.

Wellcome Collection's vision is: '**A world where everyone's experience of health matters**' with a mission 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.

wellcomecollection.org

[Facebook](#), [Instagram](#), [Twitter](#)

Wellcome Photography Prize

The Wellcome Photography Prize has a 26-year legacy using imagery to bring stories of health, science, and medicine to life, with aims to:

- Offer different perspectives on health and science by sharing visual stories of people’s experiences from around the world.
- Provide a platform for others to tell their story, and for people closest to the issues to provide local context and show how they are adapting to, living with, and overcoming these challenges.
- Showcase science-focused imagery alongside human storytelling and celebrate the wonder of science and the research process itself.
- Build emotional connections and inspire action.

The Wellcome Photography prize recently underwent strategic review and is evolving to live our new beliefs and values, and to centre lived experience and our commitments to equity, diversity and inclusion. It will relaunch with an open call to enter in 2024, with an exhibition of winning images displayed in an exhibition in summer 2025, at a location appropriate to engage target audiences.

[Instagram](#), [Web pages](#)

Work in scope, by channel:

In scope	Out of scope	Case by case basis
<ul style="list-style-type: none"> • Any out of home advertising, including digital out of home • Print (e.g. TimeOut, Enable) • Cinema advertising • Radio advertising 	<ul style="list-style-type: none"> • Paid digital advertising • Organic social • Google Grant 	<ul style="list-style-type: none"> • Digital-first partnerships, e.g. with Time Out • In-podcast advertising

2. RFP Specification

This section sets out the specification for appointing an agency to manage Wellcome’s non-digital marketing activity for this RFP exercise. Suppliers should use this section to fully understand Wellcome’s requirements and to inform their response.

We’re looking to establish a **collaborative partnership** with a media planning and buying agency, to help us plan and implement creative and cost-effective comms campaigns, primarily for Wellcome Collection activities, and for the summer 2025 Wellcome Photography Prize exhibition. **The duration of this agreement will be for two years (until March 2026) with a possible extension until October 2026 (TBC).**

Creating integrated campaigns across the media mix is important to us. The incoming agency will contribute towards these campaigns, **excluding digital marketing**. In November 2022 Wellcome appointed **Ethix Digital** to manage digital marketing activity across Wellcome and Wellcome Collection. The incoming agency would be expected to work closely with Ethix Digital and gather an understanding of the wider campaign plans and timings, once appointed. The overall strategic direction on campaigns will be set by the Wellcome Collection marketing team.

Communication aims relevant to this RfP

1. Support the recovery of onsite visitor numbers towards pre-pandemic levels.
2. Engage new, existing, and more diverse audiences, through inclusive and accessible channels.
3. Increase engagement with the full breadth of Wellcome Collection’s public offer.
4. Drive revenue growth for the Wellcome Collection shop.

Objectives of media and planning activity

1. Deliver capacity audiences for Wellcome Collection’s exhibitions and major events.
2. Attract visits from domestic and overseas visitors and enhance our international profile.
3. Position Wellcome Collection as a free and inclusive destination, via an ‘always on’ destination, campaign, responding to the cost-of-living crisis and helping us grow and diversify audiences.
4. Attract audiences to a temporary exhibition of Wellcome Photography Prize winning images.
5. Offer brand stand-out, alongside campaign performance, through creative ideas and tactics.

Insights into Wellcome Collection’s current performance is provided in [RfP supporting information](#)

Work in scope, by activity

	2023	2024	2025	2026
Gallery 1	The Cult of Beauty 26 Oct 2023 – 28 Apr 2024	● Gallery closed	Work exhibition 19 Sep 2024 – 27 Apr 2025	Free exhibition Jul 2025 – Jan 2026 Free exhibition Mar – Oct 2026
Gallery 2		Jason Wilsher Mills ● 21 Mar 2024 to 12 Jan 2025		Free exhibition Apr 2025 to Jan 2026
Other		FREE brand campaign Jun to Sep 2024 Beautiful Octopus Club (Free inclusive ‘night club’ event, Friday 12 July)		Wellcome Photography Prize (Free exhibition – dates TBC)

● Out of scope

More programme information is available in your [RfP supporting information](#).

We encourage agencies to take a **lateral view** across our portfolio and campaigns, to identify cost efficiencies and cross-promotion opportunities. You will be provided with (updated) planners that provide an overview of our work over the duration of the contract.

Audiences – overview relevant to this brief

The **Wellcome Collection Audience Segmentation Hub** sets out six groups based on their behaviours, motivations, indicative demographic information, and how they can be reached. We have identified two segments for development (Inquisitive Challengers and Immersive Explorers); one to maintain (Knowledge Seekers); and three to accommodate (Considering Others, Sociable Culture-fans and Personal Pursuits). The hub is an interactive tool, designed to make it easy to explore the segment and also themes such as ‘being inclusive’ and ‘youth audiences’.

Alongside our segmentation, our new Wellcome Collection strategy includes [Priority 2 ‘Mean more to more people’](#). See Wellcome Collection’s Strategy Guide in [RfP supporting information](#)

Client expectations

This section sets out what we will expect from the appointed agency during the contract.

Campaign planning and account management:

The appointed supplier/s will be responsible for providing the following services, depending on individual campaigns:

- Work with us to plan campaigns for Wellcome Collection and Wellcome Photography Prize, including channel, creative and targeting recommendations, budget splits and forecasting.
- Provide planners / timelines that are easy to follow and consider dependencies and opportunities (e.g. concurrent campaigns, different or similar audiences).
- Negotiate with third party suppliers to achieve best value for money and buy media space on behalf of Wellcome.
- Supply clear and accurate specifications for designed assets required from Wellcome and, if required, work with designers to provide clarification of specs and briefs.
- Liaise between Wellcome and third-party suppliers on the provision of campaign assets.
- Provide client proposals following receipt of a brief, within a timeframe to be agreed
- Collaborate with partners, including Ethix Digital, DJS Research, and others, as guided by the client.
- Apply our inclusive communications principles and ensuring inclusivity and equity are built into how we communicate, particularly with regards to anti-racism and anti-ableism.
- Demonstrate an in-depth understanding of audiences, priorities, and segmentation.
- Illustrate value-for-money and relevance and reach in any client proposals.
- Be available for Teams or face-to-face campaign briefings.

Reporting and forecasting:

- Consistent campaign reporting, in flight to monitor progress, and end of campaign reports with clear actionable recommendations for future activity.
- Request additional contextual insights to improve the value of these reports, such as footfall patterns and website traffic.
- Collaboratively (e.g. with us and with Ethix Digital) ensure that we have the right success measurements and campaign goals – agreed when developing campaigns.

Added value:

- Provide updates on cultural sector and media buying trends, and to provide learning/training opportunities as appropriate.
- Provide insights about the competitive landscape – e.g. risks, innovations and opportunities.

Value of the contract

The estimated lifetime value of this RfP: £150K-£200K

Wellcome Collection:

2 x Gallery 1 exhibitions: c.£80K (total)

1 x Gallery 2 exhibition: c.£20K

Brand campaign: c.£30K

Beautiful Octopus Club: TBC

Wellcome Trust:

1 x Exhibition: £40K+

RFP Timetable

#	Activity	Responsibility	Date
1	RFP issued on Contract Opportunities webpage	Wellcome	13 March 2024
2	Submission Expressions of interest and Supplier Q&A	Supplier	20 March 2024
4	Return of Supplier Q&A to Suppliers	Wellcome	22 March 2024
5	Submission of RFP full proposal to Rachel Collins, r.collins@wellcome.org	Supplier	3 April 2024
6	RFP evaluation period	Wellcome	3-5 April 2024
7	Shortlisted suppliers notified	Wellcome	5 April 2024
8	Supplier presentations	Supplier	16-17 April 2024
9	Notification of Contract Award	Wellcome	w/c 22 April 2024
10	Contract Start Date	Wellcome & Supplier	w/c 29 April 2024

[3. Response Format](#)

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

Supplier Expression of Interest, and Supplier Q&A

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome contact in accordance with the RFP timetable, which should contain the following information.

- Confirming whether you are an organisation or individual.
- If an organisation please provide registered name, address, and registration number.
- Any questions you have about the exercise and activity.

Prior to the submission of your full proposal to the RFP, 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 who have submitted an expression of interest in the RFP process. 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.

Submitting an EOI/Q&A is not a binding commitment to submit a full proposal should your organisational priorities change, you will not then be penalised for future opportunities

Please note, if we have an overwhelming response, we may choose to use this EOI stage as a selective phase, this is at Wellcome's discretion.

RFP Response

Suppliers submitting a full proposal (of no more than 15 pages) should cover the following areas in their response:

Task, Information Requests, and Questions
<p>Pitch proposal task:</p> <ol style="list-style-type: none"> 1. Provide a timeline and proposal (including audience reach) to illustrate how you would promote 'Work' (non-digital budget £40K) alongside <i>Jason and the Adventure of 254</i> (outside this contract, timeline provided) and how you would run an 'always on' destination campaign to amplify our free and accessible offer – including, but not limited to, these temporary exhibitions. For this task, please tell us how you would achieve results assuming a budget of £70K-£100K, and a timeline of late June 2024 until late March 2025. (We are providing an overview of media running to promote <i>Jason and the Adventure of 254</i>)
<p>Information also required, to be included in your proposal:</p> <ol style="list-style-type: none"> 2. Provide registered name, address, and registration number of your organisation. 3. Provide 2-3 references (including contact name, organisation, brief overview of work, email, and telephone) who Wellcome can contact as part of this RFP process. 4. Provide 2-3 case studies where you have successfully provided services like those described in this request for proposal. 5. Play back to us your understanding of our requirements and describe how you propose to meet our requirements. 6. Describe how you would reach the Wellcome Photography Prize's specialist audiences using mass media. 7. Share at least one example of an end of campaign report, applicable to this RfP. 8. Provide the service levels and key performance indicators you propose to be measured against. 9. Make us aware of the third parties you would use for the delivery of any aspect of our requirements. 10. Demonstrate how your approach is more cost effective than buying directly from suppliers. 11. Please tell us your percentage income/levies across formats, from media owners. 12. Advise us of any other costs, e.g. account management, if applicable. 13. Describe anticipated risks and challenges and ways to mitigate them and quality assurance for your work. 14. Please outline your approach to data protection. In particular, the recruitment approach must be compliant with UK GDPR, the Data Protection Act 2018 and The Privacy and Electronic Communications (EC Directive) Regulations 2003 ("PECR") (together, "DP Laws"). The chosen supplier must demonstrate in its response how its intended recruitment approach complies with DP Laws. 15. Briefly outline your approach to diversity, equity, and inclusion in your proposed methodology and within your organisation.

Fees / Commercials

Provide a ratecard for all media elements likely to be used, if appointed by Wellcome.

Role/Element	Rate (£)
e.g. 4 sheet posters	£[x] per [x]
e.g. 16 sheet posters	£[x] per [x]
Please detail costs for all outputs that are relevant to this RfP	£[x] per [x]

Evaluation Criteria

Criteria	Detail	%
Methodology	<p><i>Coverage:</i> How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address?</p> <p><i>Quality:</i> Is the proposed methodology aligned with our needs?</p> <p><i>Utility:</i> Will the proposed methodology deliver the desired, credible, and useful results?</p>	30%
Experience	<p><i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?</p>	30%
Delivery & Evaluation	<p><i>Communication:</i> Is there a good plan for communicating with the Wellcome team?</p> <p>How often and the format that the supplier suggests communicating with the Wellcome Team. <i>Delivery plan:</i> Is the proposed delivery plan appropriate and achievable?</p> <p><i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?</p> <p><i>Evaluation:</i> How is the supplier planning to evaluate the campaigns</p>	30%
EDI	Do they have EDI policies and are these being put into practice in the proposal?	10%
Total		100%

4. Presentation

Shortlisted suppliers will be invited to a presentation meeting of one hour, either in person or online, as an opportunity to discuss the proposal and approach. This will include:

- 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 promoting *Work*, alongside a free campaign, and considering our Jason Wilsher-Mills exhibition (30 min). Also include:
 - A case study of how you've tackled similar opportunities.
 - Any risks which you foresee with meeting Wellcome's requirements.
 - An overview of how you would reach audiences for the Wellcome Photography Prize exhibition in summer 2025.
 - Q&As (25min)

Our preference would be a PowerPoint or pdf presentation. Please let us know in advance if you have any technical requirements.

Judging Criteria

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

- Shown understanding of the brief by unpacking how we reach our key audiences.
- Suggested campaign timelines that considers briefs / programme in tandem.
- Provision of a dedicated account manager/s.
- Alignment with Wellcome’s ethos.
- Experience of working with our target audiences.
- Commitment to quickly change in strategy if needed.
- Can demonstrate ‘why you’.
- Can demonstrate how to manage a changing programme or activities.
- Provide innovative ideas on top of the ‘go-to’ channels.

5. Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. This is the suppliers’ opportunity to provide negotiation points on Wellcome’s terms and conditions, we will not consider negotiations that are only raised after the contract has been awarded so as not to delay the contracting process. Please ensure you engage with a relevant legal contact if applicable. 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 Wellcome’s Standard terms and Conditions [document](#).

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.

Information Governance:

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome privacy webpage](#) explains how, and on what legal basis, we collect, store, and use personal information about you. This includes any information you provide in relation to this proposal.

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.

6. 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.

7. Equity Diversity and 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. We want to cultivate an inclusive and diverse culture, and 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.

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 [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.

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. 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.

11. Funding

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

12. Costs Incurred by Prospective Supplier

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.

13. 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.

14. Wellcome Contact Details

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

Name: Rachel Collins
Role: Wellcome Collection Marketing Lead
Email: r.collins@wellcome.org

IMPORTANT: All documents to support this RfP can be found in this [Google Drive](#)

These include:

Insights:

- Information about Wellcome Collection's current performance

Audiences:

- Wellcome Collection current visitor profile
- Wellcome Collection Audience Segmentation Hub

Strategies:

- Wellcome Collection Strategy Guide
- Wellcome Photography Prize context

Programme info:

- Relevant exhibition and event summaries
- *Jason and the adventure of 254* campaign timeline

Culture:

- Wellcome's Beliefs and Values
 - EDI information and Wellcome's Inclusive Comms Principles
-