



QUESTIONS AND ANSWERS

Request for Proposal (RFP): Strategic communication support for brand building initiatives

	Supplier Question	Wellcome responses
KPI's/Measurement and Reporting		
1	How will you measure success?	<p>The key success measure will be brand tracking which is in the process of being set up. This will monitor the key objectives detailed in the RFP document (awareness, perception, consideration). There are currently no brand metrics to benchmark from.</p> <p>In addition to this campaign metrics will be used to measure individual campaign/channel success.</p> <p>There are very limited metrics available as the WPP has not run in the last few years and the podcast has only been established for one series, and there has been limited resource to support amplification efforts. This is the first significant investment in a comms strategy so will help create the benchmarks for future campaigns, cycles and series.</p>
2	What is your most significant campaign and why do you think it worked?	<p>There have been no strategic brand campaigns to date, but success has come from using well-created and executed everyday tactics to promote our brand initiatives, and they have included the use of organic and paid media.</p>



		<p>Both initiatives have evolved over time and will now contribute to more strategic brand building campaigns.</p> <p>There has only been one podcast series so far, but series 2 production is now well underway.</p> <p>Wellcome's portfolio of brand initiatives: our podcast When Science Finds a Way, the Wellcome Photography Prize (WPP) and our global public perceptions survey the Wellcome Global Monitor. These go beyond just raising awareness and aim to build trust through storytelling, to resonate deeply with our existing audiences and to drive new relationships with new audiences around the world.</p>
3	What does success look like for you?	<p>See RFP</p> <p>We have been reviewing all our initiatives to make sure they fully align with Wellcome's new strategy and to think about how best to use them to build international recognition and global awareness of the work we do, in an accessible and inclusive way. It has evolved to live our new beliefs and values, and to centre lived experience and our commitments to equity, diversity and inclusion.</p> <p>We believe our success will come when we build emotional connection with our audiences, throughout the entire 'awareness, perception and consideration phases' .</p> <p>Our vision is a healthier future for everyone.</p>



		<p>To achieve this, we support science to solve the urgent health challenges facing everyone.</p> <p>We have recently developed our beliefs and values, and these run as a golden thread through everything we do.</p> <p>Our beliefs articulate our philosophy, motivations and purpose:</p> <ul style="list-style-type: none"> • We believe in the power of science to create knowledge that builds a healthier future for everyone. • We believe science has its greatest benefits through collaborative action across society. • We believe diversity of people and expertise leads to richer understanding and more impactful discoveries. • We believe everyone’s experience of health matters, and everyone should be able to benefit from science. • We believe we should take on risks and tough challenges – especially when others aren’t. <p>Our values define how we work:</p> <ul style="list-style-type: none"> • Transformative – we always strive to make a significant difference. • Thoughtful – we consider the consequences of our actions and our impact on others.
4	Do you have specific organisational objectives / metrics for these efforts for each of the next three years?	See above



5	Where have you seen the most/least success to date in each of these areas and why?	This is the beginning of our journey. Our values are relatively new and have yet to be consistently embedded in all our marketing/comms and team behaviors.
6	What do you want your audience to think / feel / do after seeing these campaigns?	See RFP – pages 1 and 2
7	Do you have any existing benchmarks for awareness and consideration among target audiences?	No, we are building a framework
8	What results have been generated to date for both of these initiatives?	See above
9	What are the KPIs for campaign delivery compared to results generated to date?	See above
10	Have you measured success in the past? What metrics do you use?	See above
11	What has been your biggest success re: PR/comms in recent years for either WPP or WSAW? Why?	<p>We believe our podcast is rather unique as we bring in voices with lived experience.</p> <p>We were nominated as an honoree in the Webby's Awards and here are the winner and nominees who can be our competitors: https://winners.webbyawards.com/winners/podcasts/shows/science-education?years=0&sort=0</p>
12	What have been some past successes/stand out moments e.g. Most influential piece of coverage, partnership, visibility etc?	We have had extensive year on year organic international media coverage for the WPP. Interestingly, when scientific imagery was the only focus of the competition, we noted more widespread coverage.



13	Can you share any benchmark of previous promotion activity in terms of scale/volume/output for the prize and the podcast series?	We did not measure promotional activity formally and do not have clear metrics. Our new benchmarks are noted above and in the RFP. We do not feel that our past activity should necessarily determine future concepts.
General		
14	What are the most important elements of this brief for you to get right – anything you feel you haven't quite nailed before now?	See RFP
15	Are you seeking an approach to a brand communications framework in our response, or would you prefer us to focus on two specific campaign ideas and activations? Or both?	<p>We are looking for an overarching strategy to achieve our objectives that can leverage the strength of the individual initiatives. Therefore, in your response you should demonstrate an approach to the long term, whilst also showing us how you would execute using the individual initiatives.</p> <p>[from RFP]</p> <p><i>Cross-Promotion Opportunities: We encourage you to explore opportunities to cross-promote our initiatives, creating a cohesive and impactful brand-building experience that is greater than the sum of its parts.</i></p> <p>We are open to suggestions of additional initiatives as part of the overarching brand building strategy, although it is worth bearing in mind that these three initiatives as brand building</p>



		tools have only just been agreed and the focus should be on embedding them first. Any additional initiatives would need to be factored into our overall five-year delivery planning across Wellcome.
16	Why are you looking to revitalise your brand now? What is the internal momentum behind these initiatives?	Our overall objective now is to ensure priority audiences make measurable progress along our brand building journey, with demonstrable value to Wellcome's strategy
17	Can we have your brand vision or mission? As well as brand guidelines?	<p>Our vision is a healthier future for everyone.</p> <p>To achieve this we support science to solve the urgent health challenges facing everyone.</p> <p>We have recently developed our beliefs and values, and these run as a golden thread through everything we do.</p> <p>Our beliefs articulate our philosophy, motivations and purpose:</p> <ul style="list-style-type: none"> • We believe in the power of science to create knowledge that builds a healthier future for everyone. • We believe science has its greatest benefits through collaborative action across society. • We believe diversity of people and expertise leads to richer understanding and more impactful discoveries. • We believe everyone's experience of health matters, and everyone should be able to benefit from science. • We believe we should take on risks and tough challenges – especially when others aren't.



		<p>Our values define how we work:</p> <ul style="list-style-type: none"> • Transformative – we always strive to make a significant difference. • Thoughtful – we consider the consequences of our actions and our impact on others. • Inclusive – we respect all people and perspectives. • Brave – we stand by our beliefs and push boundaries. <p>https://wellcome.org/who-we-are/strategy</p>
18	What do you like and dislike about your current strategy?	This is a new strategy for us
19	Are you open to AI being part of the solution?	Possibly but it depends on how it would be applied to the brief and implemented.
20	Are there any key moments or milestones we should be aware of?	See RFP
21	What feels empowering in the field now compared to where it has been in the past? Where do you see this moving forward in the future?	Unclear on the question
22	Why do you feel it's your duty to take on risks and tough challenges facing humanity?	<p>We believe we should take on risks and tough challenges – especially when others aren't.</p> <p>As an independent foundation, we aren't bound by the interests of shareholders, donors or governments. That gives us more freedom than most to take the long view, speak up, and take on risks, always in the interests of people's health.</p> <p>We must use this freedom deliberately, to take on difficult or complex challenges others might not.</p>



23	Which internal teams would input and be accountable for the final outputs?	Brand Team that sits within Corporate Affairs.
24	Following the internal strategic review for the Wellcome Photography Prize, please can you provide more details on your strategic goals.	See no 2
Agency Relationship		
25	Is this your first time working with an agency partner?	No
26	If not, what worked well and was there room for improvement with your previous agency partner(s)	We are experienced at working with agencies and currently have a media buying and a paid ads agency. The appointed comms agency is expected to work with the other agencies, where needed. We hope that all our agencies will work together thoughtfully and efficiently, avoiding any overlap/duplication of efforts.
27	Who manages the agency partner initially?	Brand Team
28	Why are you seeking an agency partner at this time?	See above
29	What similar agency/company have you been impressed by re: media coverage? Can you explain why this resonated with you?	Whilst some of our peers have a significant media footprint, we are looking to formulate our own strategy and execution, one that deeply embodies our vision and values and resonates with the right audiences for us.
30	What role do you see other retained agencies have? Will they do the execution of some of the strategy that the winning agency develop?	Digital/Paid ad and media buying agencies will execute their own elements of the strategy.
31	What role will the digital agency Ethix play in efforts to raise awareness of the podcast? Will they be responsible for managing/implementing paid strategies through Wellcome channels or is this something we would be expected to handle?	Ethix will own the paid advertising strategy, including execution.



Relationships		
32	Media – please can you provide details of existing relationships with top tier media across geographies. Is there budget available to commission local polling to target in country media?	<p>We have an inhouse media team who have very established relationships. The media team will be consulted, when required, on all media related activity.</p> <p>All media related activity – including suggested polling if used - must be taken from the overall budget.</p>
33	Influencers – can you provide details of existing relationships with influencers and how they have been used. Will Wellcome hold the contracts with influencers or is this an expectation of the agency?	<p>We do not use influencers currently.</p> <p>If they are used in future, the agency will hold the contract.</p>
34	Audiences – can you provide details of your existing relationships with your primary and secondary audiences outlined in the brief	<p>An audience segmentation project has been commissioned, but the outputs are not yet complete. They will be available soon.</p> <p>The segmentation is still in development. We have so far identified seven top line personas based on attitudes and beliefs and are now commissioning additional research to bring richness and usability to those segments. This will include sizing, socio demographics, media habits, location etc. This will be available in late 2024/early 2025. No further information can be supplied at this stage, agencies should use the target audience information in the RFP document.</p>
35	Partners – can you provide details of existing relationships with partner organisations that have helped with cross-promotion of the WPP or Podcast?	<p>None for the podcast.</p> <p>From 2011-2017, the Wellcome Image Awards (predecessor to the Wellcome Photography Prize) partnered with the Koch Institute for Integrative Cancer Research, at Massachusetts</p>



		Institute of Technology. Each organisation contributed an image to the other's awards and provided a judge for the other's panel.
Messaging		
36	What does your current messaging mean to you and why do you want to change it?	Everything now needs to be re-aligned with our new strategic priorities. Current messaging is out of alignment.
37	Can you give us an example of a moment you're most proud of implementing your principles 'of being brave' – the risks you are taking and the funding you are placing behind it - in a way that truly sets you apart from other brands?	<p>This is a new principle and in the initial stages of implementation and feels quite aspirational currently, so there is no clear example of a proud moment, yet.</p> <p>We stand by our beliefs and push boundaries.</p> <p>Our actions are driven by Wellcome's beliefs. We set ambitious goals, make space to experiment, and see failure as an opportunity to learn.</p> <p>We speak up about what we believe in. We are willing to take risks.</p>
38	What kind of reaction do you want to evoke with the word brave?	See above
39	Do you feel that your current brand communication aligns to your values of being Brave and Transformative? How bold do you want to be with your messaging?	<p>See above</p> <p>Our values are relatively aspirational now. All concepts – including bold ones – will need to be tested and evaluated by the Brand team and other key stakeholders.</p>



40	Can you share existing messaging on the Wellcome Photography Prize and podcast?	<p>See above</p> <p>The initiatives have evolved over time, and we now aim to inspire our audiences (through captivating visual stories) to consider new perspectives on health and science.</p> <p>We require refreshed messaging that is aligned with our strategy, audiences and mission, vision, values.</p>
41	Can you please elaborate on the long-term plans of Wellcome you are referring to in the RFP?	This question is unclear
Audience and competitors		
42	Do you have any information on your target audience before the final segmentation is completed?	<p>The segmentation is still in development. We have so far identified seven top line personas based on attitudes and beliefs and are now commissioning additional research to bring richness and usability to those segments. This will include sizing, socio demographics, media habits, location etc. This will be available in late 2024/early 2025. No further information can be supplied at this stage, agencies should use the target audience information in the RFP document.</p>
43	What do your audiences think of you and your competitors now?	See above
44	Can you provide details of your existing relationships with your primary and secondary audiences outlined in the brief?	See above



45	Who are your direct competitors? Who do you see competing for share of mind for your audience's world?	<p>There are three 'categories' of peer organisations, as well as competing podcasts and competitions that are relevant to the proposal:</p> <p>Foundations/NGO's:</p> <p>Gates Foundation, Novo Nordisk Foundation, Mastercard Foundation, The Rockefeller Foundation, UNICEF and World Economic Forum.</p> <p>Science podcasts:</p> <p>Science Vs, Radiolab and Unexplainable. We think our podcast is quite unique as we bring in voices with lived experience.</p> <p>Image competitions:</p> <p>World Press Photo Contest, Sony World Photography Awards, Wildlife Photographer of the Year, Taylor Wessing Photographic Portrait Prize, Nikon Small World, and British Heart Foundation: Reflections of Research.</p>
Campaigns and Creative		
46	Whose campaigns do you love out of category?	We are looking to formulate our own strategy and execution, one that deeply embodies our vision and values and resonates with the right audiences for us.



47	Do you see the two campaign briefs intertwined or do you want them to live totally separately?	The campaigns should work together, where appropriate.
48	How have you worked with influencers in the past?	No
49	Can you share some of the bold creative approaches you are taking to advance health science?	<p>Here are some examples of Wellcome work that is already transforming health:</p> <p>Human Genome Project - opened a whole new scientific discipline with all data remaining in the public domain. This has already led to e.g. diagnosis of previously undiagnosable developmental disorders, and effective treatment options for people with prostate cancer that is resistant to surgery.</p> <p>The Lancet Countdown on health and climate change - tracks progress on health and climate change helping keep world leaders updated and accountable for their role in combatting climate change in a way that allows health to flourish.</p> <p>World Mosquito Program - using natural Wolbachia bacteria in the gut of an Aedes mosquito to reduce the ability of the mosquito to transmit viruses like dengue, zika, chikungunya and yellow fever. The program is operating in 14 countries across Asia, Latin America and the Western Pacific, and has already protected 11 million people and avoided an estimated 600,000 dengue cases and 40,000 hospitalisations.</p> <p>NHS Talking Therapies - clinical outcome data from almost all of the patients in this program (560,000 UK patients a year) is collected and made available as a resource for researchers everywhere. These data have provided learnings on how best to deliver therapies, and reinforced the need for a step change</p>



		in early interventions for anxiety and depression, which we are working to achieve by 2032.
50	Can you provide details of existing relationships with partner organizations that have helped with cross-promotion of the WPP or podcast?	From 2011-2017, the Wellcome Image Awards (predecessor to the Wellcome Photography Prize) partnered with the Koch Institute for Integrative Cancer Research, at Massachusetts Institute of Technology. Each organisation contributed an image to the other's awards and provided a judge for the other's panel.
51	Podcasts - Is the Alisha Wainright contract secured until 2027 and what are her agreed commitments? (ie. Should she be considered in the creative thinking beyond the podcast recordings?)	The contract is secured until 2025.
52	What has currently been trialled to take the Photography Prize and the Podcasts to wider audiences? What did you learn and what areas do you feel need to be avoided/explored?	Organic and paid digital advertising, and partnership marketing.
53	Do you have any existing media partnerships in place to support the photography prize?	Yes
54	Are you open to working with media partners to amplify the visibility of the podcast and case studies?	Yes
55	Would the appointed supplier have access to an existing bank of stories (individuals or organisations) to contribute or would those need to be sourced?	Yes
56	Can you give more detail on your expectations for social media and how you envisage So xxx being managed by the appointed agency vs. In house team vs. other suppliers?	See RFP



57	Have you worked with influencers before? If so who has been most successful for your audience?	<p>There are potential spokespeople we can reach out to internally and externally around specific topics, if their voice has relevance. We have not selected hosts or contributors purely because of their profile. We first and foremost need to ensure that any spokespeople have the credibility to speak on the topics at hand, and align with our values and beliefs, but we are open to working with influencers and ambassadors.</p> <p>Julia Gillard, our Chair, hosted a very popular bonus wrap-up episode for series 1 of WSFAW and is warm to the project.</p> <p>John-Arne Rottingen, our CEO, is chairing the judging panel for the WPP.</p> <p>Other individuals within our leadership team have professional profiles that we can leverage but would be topic dependant.</p>
58	Who are the spokespeople ?	See above
59	The RFP states that a podcast series is dropped in both February and August, yet there appears to be no shows after September 2023 on both the Wellcome site and Spotify – is there a reason for this?	Season 1 was longer, but it is now split into 2 x 8-episode seasons which spreads it out across the year.
60	The Wellcome website only shows the Photography Prize running to 2021, was there a reason it did not run in 2022 or 2023?	The Wellcome Photography Prize has been on pause since 2021 as we have been reviewing all of our initiatives to make sure they fully align with Wellcome's new strategy and to think about how best to use them to build international recognition and global awareness of the work we do, in an accessible and inclusive way. It has evolved to live our new beliefs and values, and to centre lived experience and our commitments to equity, diversity and inclusion



61	Can you provide more details on the third major initiative (mentioned on page 1 of the RFP)?	The third initiative is a global research project which won't be available for dissemination until 2025/6 so there is no need to consider that in your response.
62	Do you have any existing media partnerships in place to support the photography prize?	See above They are in development
63	Are you open to working with media partners to amplify the visibility of the podcast and case studies?	Yes
64	Are you open to other channels and forms of paid media to be suggested in the dissemination plans (beyond suggested press, influencers etc)?	Yes, other channels should be considered but may be executed by other agencies/internally.
65	We did the PR/Comms for WPP in 2020/2021, can you tell us what happened to the prize in 2022/2023?	See above
66	Do you currently work with an agency on support for the prize and/or podcast?	Yes, paid digital ads and media buying.
67	Who are the judges of the photography prize? Have these been selected , or could we propose some suggestions?	We are in the process of selecting them and open to suggestions if time allows.
68	Where will the photography exhibition take place? Will it travel?	The venue for the exhibition will be a gallery space in central London - exact venue TBC. We would love for the exhibition to be as global as it has been in previous years. From 2012 to 2016, the Wellcome Image Awards (the predecessor to the Wellcome Photography Prize) was exhibited internationally, with the number of partner



		<p>venues growing year after year, from 1 venue in 2012 to 16 venues with simultaneous exhibition openings across the UK, Europe, Africa, Russia and the USA in 2016. Your support and ideas for using a form of the exhibition to reach global audiences physically and/or virtually would be welcome.</p> <p>We have an office in Germany.</p>
69	What were the key outcomes of the strategic review of the photography prize?	One key recommendation from the strategic review is the reintroduction of Discovery Research and scientific and medical imaging back into the initiative, to fully reflect the whole of Wellcome's brand. Scientific and medical imaging was last included in the WPP partially in 2019 but most prominently in 2017 and before through the Wellcome Image Awards.
70	Should equal emphasis be placed on communications efforts around the photography prize and podcast, would you be open to other tactics to build Wellcome's brand?	Yes, but be tactical where required
71	Regarding the segmentation of your audiences, please can you confirm what the expected outputs will be? Will individuals and groups be identified? Will there be details of their social media presence/influence, interests etc.?	See above
72	Who will feature in the podcast? Can you confirm any names?	No. The host is Alisha Wainwright
73	Beyond the photography prize and the podcast, would you be open to other tactics to build Wellcome's brand?	Yes, in due course, but the immediate requirement is to build the brand by promoting the existing initiatives.



74	Are there any internal or external champions or ambassadors that we should consider including in our proposal, e.g., Wellcome execs, physicians, celebrities?	Potential spokespeople we can lean on internally or externally around specific topics. Julia Gillard, John-Arne is chairing the judging panel
75	Do you have regional teams/a presence in particular locations named in the brief? If so, where and what expertise do they have?	Germany Wellcome office
76	Who do you consider your biggest competitors when it comes to share of voice – either within global charitable organizations or beyond?	See above
77	Will there be an opportunity to provide recommendations for potential spokespeople to serve as guests on the podcast?	Yes
78	Was communications around the photography prize and podcast previously managed in house only at Wellcome, or was an agency or independent consultant previously involved in providing support?	Inhouse and agency
79	Are there any particular areas of focus where you'd like the incoming agency prioritise more, compared to previous communications efforts? What could be improved/enhanced?	See above and RFP
80	Do you have impact metrics for previous communications efforts for both programmes from previous years? What has worked well? What could be better? Is there a robust measurement framework in place that you are looking to enhance?	See above



81	Are you able to share any information on this further project in development?	Not at this stage
82	What are you most worried about for this programme?	Being able to ensure the successful embodiment of Wellcome's values and behaviours, as well as the effective collaboration between all parties.
83	Are there any particular areas of focus where you'd like the incoming agency to prioritise more, compared to previous communications efforts? What could be improved/enhanced?	See RFP
84	Was communications around the photography prize and podcast previously managed in house only at Wellcome, or was an agency or independent consultant previously involved in providing support?	Both
85	Are you open to seeing scalable budget options (gold, silver, bronze) or a recommended core programme of work?	Yes, to either approach
86	Who might we engage with as spokespeople – internal and external – for both the Photography Prize and “When Science Finds a Way” podcast?	Judges and image makers, and the lived experience community project partner [see also Q58]
87	What does success look like for you – for both the photography prize and the podcast?	See above
88	What are you most proud of from this programme to date?	We are proud to have built out initiatives that hold our values, are culturally significant, and provide a platform for those who are most impacted by health challenges to communicate their stories.



		We are proud to showcase the wonder and excitement of science and the research process.
89	What are you most excited about for the future of the programme?	Building on the above and expanding the global reach.
90	Are you open to having the Wellcome Photography Prize and the When Science Finds a Way (plus the further project mentioned) pulled under one strategic/creative communications platform? Or would you prefer to have them as separate initiatives?	<p>We are looking for an overarching strategy to achieve our objectives that can leverage the strength of the individual initiatives. Therefore, in your response you should demonstrate an approach to the long term, whilst also showing us how you would execute using the individual initiatives.</p> <p>[from RFP]</p> <p><i>Cross-Promotion Opportunities: We encourage you to explore opportunities to cross-promote our initiatives, creating a cohesive and impactful brand-building experience that is greater than the sum of its parts.</i></p>
91	Would you be able to share the audience mapping you've done?	This is in development. See above.
92	Can you tell us any more about why these two specific projects have been chosen as the opportunity for brand building, as well as any insights on the current brand?	See RFP
93	Do you have any specific organisation objectives/metrics for these efforts for each of the next three years?	See above



Budget and Spend		
94	What is the budget/split for creative and media?	We would like the agency to make a recommendation.
95	Do you have an idea of how you would like to see this split between each of your asks?	Please show a percentage split, based on effort required to deliver.
96	In terms of resources/budget can you give us an idea of % split between Wellcome Photography Prize (WPP) and When Science Finds a Way (WSFAW)	See above
97	Do you have an idea of the total budget – fees and out-of-pockets?	Our ballpark budget is £200-500k per financial year. This sum will cover all costs and agency fees for all work inc both initiatives.
98	Do you have any preference for how it will be split?	See above
99	Is there a budget for paid social media (the proposal mentions only non-paid social activity)? If so, how much?	Yes, but that work is managed by an existing agency.
100	Is there a budget for influencers/ambassadors/celebrity support? If so, how much?	Yes, but it will have to come from the overall budget.
101	Can you confirm the WPP exhibition will be held at the Wellcome Collection in London? Is there budget/scope to support a travelling version of the exhibition? Could the works be exhibited elsewhere internationally?	<p>The venue for the exhibition will be a gallery space in central London - exact venue TBC.</p> <p>We would love for the exhibition to be as global as it has been in previous years. From 2012 to 2016, the Wellcome Image Awards (the predecessor to the Wellcome Photography Prize) was exhibited internationally, with the number of partner venues growing year after year, from 1 venue in 2012 to 16 venues with simultaneous exhibition openings across the UK, Europe, Africa, Russia and the USA in 2016. Your support and</p>



		<p>ideas for using a form of the exhibition to reach global audiences physically and/or virtually would be welcome.</p> <p>We have an office in Germany.</p>
102	Are you able to provide a guideline on budgets to cover this three-year programme?	See above
103	Does the budget for this campaign include all fees and all costs?	Yes
104	Does the budget need to include Global and Local implementation? If so, does this include all costs, including translation costs?	The budget must include all costs.
105	Does the budget need to include paid social promotion? .	See above
106	Does the budget include influencer costs?	The budget must include all costs.
107	What budget has been committed to support these initiatives to date?	Our ballpark budget is £200-500k per financial year. This sum will cover all costs and agency fees for all work inc both initiatives.
108	You've suggested you will take supplier's guidance on budget – how much detail do you want us to go into in the budget?	As much as possible at this stage. Show assumptions where needed. See above
109	Will there be a ceremony to announce the winners of WPP? Held at the Wellcome Collection? Held at the Wellcome building? Are you looking for ways to make this event a brand building exercise?	Yes, it will be in central London, to be confirmed. Yes, it will be a brand building exercise.



110	Was WPP called the Wellcome Image Award prior to 2019?	Yes
111	Is there a theme for this year's competition? Will there be other specific categories/strategically focused categories as in previous years?	The Wellcome Photography Prize explores human health at all scales of life, from a molecular process in a single cell to the impact of a disease in a whole community. The winning images will show resilience, hope and wonder, though, stories of living with, researching and overcoming intersecting challenges that affect our health and wellbeing. They will inspire new perspectives on science and health. The three categories are: Photography (single image), Photography (series), Scientific/medical imaging.
112	What is the criteria for photographers to submit their work? Is it aimed at established professional photographers or is there an open category for emerging photographers?	The Wellcome Photography Prize is essentially made up of two different elements, the open annual competition (free to enter to anyone anywhere in the world, whether professional, amateur image or student image maker) and the lived experience community project (new from 2025, co-created with a new partner each year). The lived experience community project is a project grounded in photography and visual storytelling that centres the lived experience of a minoritised community who face challenges to their health and wellbeing. It will highlight resilience and creativity in the face of adversity, and explore how people are living with, adapting to and looking for solutions to overcome these challenges. For 2025, this project will work with a group of young people in South Africa, who will take part in a participatory media-making programme to develop their skills in visual storytelling.



113	Will there be a requirement for winning and shortlisted photographers to be available for press opportunities across broadcast, online and print?	There will be no contracts in place, but we would encourage photographers to be available for any opportunities.
114	When will the (podcast) interviewees be decided/sessions recorded	Season 2 has been recorded and is in editing. Season 3 is in the planning.
115	Will influencers be selected as interviewees, e.g. those with a strong social following in your target audiences e.g. Prof Dame Sally Davies?	<p>There are potential spokespeople we can reach out to internally and externally around specific topics, if their voice has relevance. We have not selected hosts or contributors purely because of their profile. We first and foremost need to ensure that any spokespeople have the credibility to speak on the topics at hand, and align with our values and beliefs, but we are open to working with influencers and ambassadors.</p> <p>Julia Gillard, our Chair, hosted a very popular bonus wrap-up episode for series 1 of WSFAW and is warm to the project.</p> <p>John-Arne Rottingen, our CEO, is chairing the judging panel for the WPP.</p> <p>Other individuals within our leadership team have professional profiles that we can leverage but would be topic dependant.</p>
Teams and Set Up		
116	What is your internal teams set up and how do you see them working with our team	See above. We would like our agencies to align with our brand values.
117	What are your musts and must nots when working together?	See above
118	Should the 20 pages doc be in Word or PPT format?	Either
119	Can the additional requirements section of the RFP be included in an appendix?	Yes



120	Can you share the scoring methodology for the evaluation criteria?	See RFP
121	Can you share the scoring methodology for the budget/value for money segment?	See RFP 20% of the evaluation scores will be attributed to the proposal's ability to offer 'value for money'.
122	The brief has a 20 page guideline rather than word count, are we able to include images and diagrams in our submission?	Yes