

GreaterSport and GM Moving: Media buying brief

Issued 6th April 2021

GreaterSport is a high performing charity passionate about changing lives through physical activity and sport. Following our historic devolution agreement with the Government, we're to deliver the greatest and fastest improvement to the health, wealth and wellbeing of the 2.8 million people who live in Greater Manchester (GM).

The GM Moving Plan ([here](#)) is a key part of realising our vision. This sets out our ambitious aim to ensure 75% of the population is classed as ACTIVE by 2025. Marketing and Communications form one of the plan's 12 key priorities.

Since 2019 we have been delivering public facing marketing communication campaigns to inspire residents to move more and make small changes that can lead to big health and wellbeing gains.

You can find out more about our two campaigns below:

[That Counts!](#) and [here](#)

[The GM Way](#)

As we continue to inspire people to move, our marketing plans for 2021 look a little different and we are now seeking a specialist media agency to support us in local media buying of national (Sport England) campaigns.

The requirements

Objective

To plan and deliver the most effective paid for media buying to maximise opportunities for the intended GM target audiences to see the following creative campaigns:

[We are Undefeatable](#) the campaign that inspires people living with long term health conditions to move more by focusing on positive stories of what is possible.

[This Girl Can](#) the campaign to encourage females to be active.

[Couch to Fitness](#) a specific strand of the campaign creative that's aimed at Black women

[That Counts!](#) the GM campaign targeting inactive cohorts in the general population but specifically those in lower segments (potentially workless adults).

What's needed?

- **Media buy** – support targeted media buy to reach inactive GM populations and specific audience groups as defined by the creative campaigns.
- **Relationship management** support with liaison with the national campaign managers (see detail in campaign overview section)

Agency experience and strengths

The agency must be a specialist media-buying agency with specific and detailed knowledge of the Greater Manchester media landscape. By Greater Manchester, we include all 10 local boroughs and the local media opportunities that exist within those boroughs - these might include free media channels at a hyper local level and we are keen to exploit all opportunities to extend the campaign messaging, not just traditional paid for routes. Our budgets are small but we believe the right media buying agency partner can maximise every pound through careful negotiation and that clever media buying. Inspiring people to move more has never been more important - the increasing scientific evidence is that being physically active reduces chronic disease and illness and as the region recovers from Covid-19 there is an expectation that our physical activity campaigns will play a significant part in inspiring behaviour change that leads to better health outcomes for residents . Our charity status and the importance of our simple but important message mean that we are determined that our continued investment into these campaigns must be well evidence and well spent.

The agency should also demonstrate knowledge of any specialist media opportunities to reach Black audience groups (specifically women), ie with case study examples.

2021 campaign overview

The plan on a page illustration below provides detail of the campaigns we aim to run across Greater Manchester in 2021 to market moving to residents. The overview is not necessarily final and adjustments may be made to the activity and suggested budget allocations. The media channels identified are suggested but we expect the successful media agency to provide advice on the most effective use of the budget.

This media brief is specifically and only concerned with media buying for:

1. This Girl Can
2. Couch to Fitness
3. We are Undefeatable
4. That Counts!

All creative for these campaigns exists – so there are limitations to media formats which would affect media placement suggestions. Broadly all campaigns have the following creative assets available: digital formats for Facebook advertising – static and video content, OOH poster formats (6 sheets and some have 48 sheets), radio.

The campaigns listed 1-3 as above are all national campaigns (Sport England, though 3 is delivered by Age UK on behalf of Sport England) and will all run nation-wide in 2021. Agreement is in place for the national assets to be 'given' to our media agency to allow local media extension of these campaigns in Greater Manchester. The successful media agency will be required to be involved with liaison with the campaign managers for each campaign to ascertain the national media plans so that the appropriate recommendations can be made for when the GM extension would be best optimised AND to secure the most appropriate creative assets.

That Counts! is our own Greater Manchester Moving campaign.

Campaign	Target audience	Media	Budgets			Borough coverage									
			Media	Media	Creative	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan
"Keep Moving"	General population	Social	£12,000.00	£2,000.00	●	●	●	●	●	●	●	●	●	●	●
		OOH	£15,000.00	£3,000.00	●	●	●	●	●	●	●	●	●	●	●
		Radio	£10,000.00	£2,000.00	●	●	●	●	●	●	●	●	●	●	●
		TV VOD	£20,000.00	£8,000.00	●	●	●	●	●	●	●	●	●	●	●
		MEN	£11,000.00	N/A	●	●	●	●	●	●	●	●	●	●	●
	Lower SEG	OOH	£5,000.00	£250.00	●	●	●	●	●	●	●	●	●	●	●
		TV VOD	£6,000.00	£500.00	●	●	●	●	●	●	●	●	●	●	●
		Social	£3,000.00	£250.00	●	●	●	●	●	●	●	●	●	●	●
		OOH	£8,000.00	£3,000.00	●	●	●	●	●	●	●	●	●	●	●
	BAME (Asian esp S.Asian)	Radio	£3,000.00	£2,000.00	●	●	●	●	●	●	●	●	●	●	●
		Radio	N/A	N/A	●	●	●	●	●	●	●	●	●	●	●
	Over 75s	Bus liners	£5,000.00	£2,000.00	●	●	●	●	●	●	●	●	●	●	●
		Radio	£4,000.00	N/A	●	●	●	●	●	●	●	●	●	●	●
		OOH	£2,000.00	N/A	●	●	●	●	●	●	●	●	●	●	●
That Counts	General population	Social	£4,000.00	N/A	●	●	●	●	●	●	●	●	●	●	
	Radio	£5,000.00	£500.00	●	●	●	●	●	●	●	●	●	●	●	
	OOH	£15,000.00	£500.00	●	●	●	●	●	●	●	●	●	●	●	
The Greater Manchester Way	General population	Radio	£5,000.00	£1,000.00	●	●	●	●	●	●	●	●	●	●	
		TV VOD	£10,000.00	£1,000.00	●	●	●	●	●	●	●	●	●	●	
		Social	£6,000.00	N/A	●	●	●	●	●	●	●	●	●	●	
		OOH	£15,000.00	£500.00	●	●	●	●	●	●	●	●	●	●	
We Are Undefeatable	LTHC/Disability	Social	£6,000.00	N/A	●	●	●	●	●	●	●	●	●		
Couch to Fitness	BAME (esp Black women)	Social	£6,000.00	N/A	●	●	●	●	●	●	●	●	●		
This Girl Can	Women	Social	£6,000.00	N/A	●	●	●	●	●	●	●	●	●		

Activity weighting: ● Heavy ● Lightweight ● None

Budget

As indicated on the campaign overview, the envelope of available media buying budget for the four campaigns that pertain to this brief is £28,000

Tender requirements from responding agencies

Responding agencies are expected to provide the information as indicated in the table beneath, which also provides the weighting/scoring criteria.

Requirement	Weighting
1. Team Outline who will be part of the team detailing agency/agencies and relevant experience and credentials for this brief	10%
2. Experience Provide evidence of delivering GM wide media campaigns that are demonstrably effective at reaching the target audience and delivering audience reach and/or engagement. Preferably examples will include: <ul style="list-style-type: none"> Behaviour change/social movement campaigns Reaching whole population and/or specific cohorts e.g. 5-15 yr olds, 40-60 yr olds with long-term conditions or workless Inclusive campaigns that target low socioeconomic and inactive groups Campaigns that have increased awareness Demonstrate hype local (at borough level) media knowledge and experience Demonstrate how added value has been achieved (ie through negotiations with media owners to secure additional sites/spots etc) 	70%

<p>2. Indicative media options for the four campaigns cited in this brief</p> <p>Broad recommendations for each campaign – noting the suggested budget allocations for each. We are not requesting full media laydowns – broad brush suggestions of channel selection (or confirmation of the proposed plan we have provided) is adequate.</p>	20%
Total	100%

Timings

Activity	Timeline
Brief issued	Week commencing 5 th April 2021
Closing date for submissions	Monday 19 th April 2021
Agencies shortlisted	Week commencing 19 th April 2021
Shortlisted agencies invited to present their response (virtual meeting)	From 19 th April 2021
Agency appointment	From end April 2021

Contact

For further details or information or any questions please contact:

Helen-Louise Smith at Greater Manchester Moving:

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Tenders to be submitted by 16:30 on 19th April to helen-louise@gmmoving.co.uk