

## GreaterSport and GM Moving: Creative and media buying brief

Issued 6<sup>th</sup> 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.

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 evidenced and well spent.

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 an agency/ies to support us in developing new creative assets aimed **at inactive residents across the general GM-wide population** but specifically (all inactive cohorts): **lower SEG residents and those with Long Term Health conditions within the lower SEG grps, South Asian residents and older adults (50 plus)**.

It is important to understand that this brief sits within a wider campaign delivery strategy and that other audience cohorts will be targeted with moving messages through alternative, but complementary marketing campaigns.

A visual of the proposed spread of campaigns throughout 2021 is beneath.

Further information about the marketing 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).

A separate brief for media buying for the above campaigns is also out to tender.

## 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 agency to provide advice on the most effective use of the available budget.

Campaign	Target audience	Media	Budgets			Borough coverage										
			Media	Creative	Media	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		●	●	●	●	●	●	●	●	●	●	●
	Lower SEG	MEN	£11,000.00	N/A		●	●	●	●	●	●	●	●	●	●	●
		OOH	£5,000.00	£250.00		●	●	●	●	●	●	●	●	●	●	●
		TV VOD	£6,000.00	£500.00		●	●	●	●	●	●	●	●	●	●	●
	BAME (Asian esp S.Asian)	Social	£3,000.00	£250.00		●	●	●	●	●	●	●	●	●	●	●
		OOH	£8,000.00	£3,000.00		●	●	●	●	●	●	●	●	●	●	●
		Radio	£3,000.00	£2,000.00		●	●	●	●	●	●	●	●	●	●	●
	Over 75s	Radio	N/A	N/A		●	●	●	●	●	●	●	●	●	●	●
		Bus liners	£5,000.00	£2,000.00		●	●	●	●	●	●	●	●	●	●	●
That Counts	General population	Radio	£4,000.00	N/A		●	●	●	●	●	●	●	●	●	●	
		OOH	£2,000.00	N/A		●	●	●	●	●	●	●	●	●	●	
		Social	£4,000.00	N/A		●	●	●	●	●	●	●	●	●	●	●
The Greater Manchester Way	General population	Social	£5,000.00	£500.00		●	●	●	●	●	●	●	●	●	●	
		OOH	£15,000.00	£500.00		●	●	●	●	●	●	●	●	●	●	
		Radio	£5,000.00	£1,000.00		●	●	●	●	●	●	●	●	●	●	
		TV VOD	£10,000.00	£1,000.00		●	●	●	●	●	●	●	●	●	●	
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

## Keep Moving - Campaign branding/strapline for the new creative

We have recently moved our branding for public facing communication away from the former campaign strapline 'That Counts!' to a more generic 'Keep Moving' strapline. There are a number of reasons for this but primarily the generic strapline works with the more hybrid approach that we are taking to our future marketing plans – where we will be deploying national campaigns alongside regional and local campaigns and need a strapline umbrella that can work in conjunction with other campaign brands.

The new campaign creative to be developed by the appointed agency/ies will therefore be branded with the strapline 'Keep Moving'

The Keep Moving public [twitter page is here](#)

The Keep Moving public [Facebook page is here](#)

## Keep Moving – a new creative direction – the creative brief

Our current campaign That Counts! had two principle objectives; to provide inactive residents with a target or achievable daily goal (30 mins movement a day) and to re-frame physical activity away from lycra and

gyms to increase understanding that movement can be slotted into everyday life. The campaign was awareness raising of these two objectives.

New creative now needs to move beyond raising awareness and into the next stage of **motivating movement**. Rather than expanding people's ideas about movement by telling them 'That Counts,' the next/ongoing phase of the campaign needs to more explicitly encourage people into action.

The currency That Counts creative will continue to be utilised across some media channels because there will always be audiences that are at the start of their movement journey and need to receive those awareness messages. Additionally the That Counts content complements localised borough pilot area marketing and gives the areas content to anchor their local communications to. However, as from this point we are moving people into the action phase of change with new creative with specific move more intent.

This brief suggests creating messaging around giving people specifics to not only get moving but keep moving. Action based creative and messaging, highlighting key movements people can do right away, again, not framing as sport or exercise but 'movement's' to keep in line with initial research insights. This new creative will also need to cover a range of audiences if we're going to continue with general population level targeting as well as specific cohorts.

People often feel as though they don't have the time to fit in exercise, so by creating a concept around reminding people to get active in the moment of targeting, we're making the most of trying to encourage action straightaway. For example, within advert breaks when people are in between programmes, encouraging 5 minutes of activity such as star jumps, arm curls or walking on the spot. By creating a concept of small digestible chunks of exercise, we're trying to educate people to fit in activity in their everyday lives and to do the movement at the point of seeing the campaign message.

## **The requirements**

To plan, create and deliver a Keep Moving creative campaign that is able to be meet our objectives to inspire inactive residents to move more everyday and to lead a more physically active life.

The campaign needs to be flexible enough to appeal to the general GM inactive population but also to have specific strands that target South Asian audiences, older adults and lower SEGs – with a focus on those with LTHC.

### **Reaching South Asian audiences**

Delivering campaign messages to South Asian cohorts is new to our public facing communications and we are looking for an agency that can demonstrate knowledge of this audience in terms of effective media placement, channels to engage the audience and routes in to develop co-create the creative assets with members of the South Asian communities found across GM.

We have previously struggled to represent Asian (and Black) people in our campaign work – whilst they were not previously specific audience cohorts, we recognise for example that our existing campaign assets (imagery) are not as representative as we would strive for going forwards. It's important to us that the successful agency can tangibly offer real expertise in helping us to become more representative and deliver meaningful, appropriate and relevant 'move more' messages that engage this audience group.

### **What's needed?**

- ***Creative campaign*** – plan and develop the new Keep Moving creative campaign
- ***Media buy*** – support targeted media buy to reach inactive GM populations and specific audience groups and in specific geographic (borough) locations.

### **Agency experience and strengths**

The agency must be a have relevant creative development experience (similar behaviour change campaign work examples) as well as specialist media-buying experience 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 with the right media buying agency partner we can maximise every pound through careful negotiation and that clever media buying.

The agency should also demonstrate knowledge of reaching and working with South Asian audiences.

## Budget

As indicated on the campaign overview, the envelope of available budget is:

Develop creative campaign and assets (Keep Moving) all audiences - £23,000

Media buying all audiences - £87,000\*

\*Please note that within the visual laydown plan there is an additional £11,000 committed to discrete activity with the Manchester Evening News that does not form part of this brief.

## 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
<b>1. Team</b> Outline who will be part of the team detailing agency/agencies and relevant experience and credentials for this brief	10%
<b>2. Experience</b> Provide evidence of delivering GM wide media campaigns that are demonstrably effective at reaching the target audiences and delivering audience reach and/or engagement. Preferably examples will include: <ul style="list-style-type: none"> <li>• Behaviour change/social movement campaigns</li> <li>• Reaching whole population and/or specific cohorts</li> <li>• Inclusive campaigns that target low socioeconomic and inactive groups</li> <li>• Campaigns that have reached BAME audiences</li> <li>• Examples of campaigns that have in whole or in part been co-created with the communities they are targeted at (ie through co-creation workshops or other methods)</li> <li>• Demonstrate hyper local (at borough level) media knowledge and experience</li> <li>• Demonstrate how added value has been achieved (ie through negotiations with media owners to secure additional sites/spots etc)</li> </ul>	50%
<b>2. Indicative creative options for Keep Moving</b> Broad recommendations for the campaign creative. At this stage we aren't seeking finished creative work but we are keen to see strategic thinking and creative direction (possibly a range of tissue creative ideas).	40%
<b>Total</b>	100%

## Timings

Activity	Timeline
Brief issued	Week commencing 5 <sup>th</sup> April 2021
Closing date for submissions	Monday 19 <sup>th</sup> April 2021
Agencies shortlisted	Week commencing 19 <sup>th</sup> April 2021
Shortlisted agencies invited to present their response (virtual meeting)	From 19 <sup>th</sup> 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 19<sup>th</sup> April to [helen-louise@gmmoving.co.uk](mailto:helen-louise@gmmoving.co.uk)**