

Sheffield Local Television Ltd
Marketing and promotion
Invitation for Expressions of Interest



Expressions of interest invited – launch marketing for Sheffield Live! TV

Sheffield Local Television Ltd wish to appoint one or more marketing, publicity and communication providers to plan, deliver and manage a launch marketing campaign as part of the EU funded Digital Media Exchange project.

The channel has now received confirmation of its launch date: 23 September 2014. We wish to promote the channel in the run up to and after the launch date. We will require the appointed company / companies to plan, book, and manage a marketing and communications strategy to start from early September and run through September and October.

The planned activity requires final approval by Comux UK which has been awarded the licence by Ofcom to operate the digital transmission infrastructure. The overall budget (which includes cost of managing the campaign and any advertising spend, creative and design) cannot exceed £5000.

If you are interested in providing Launch Marketing Services, please read the Selection Criteria below and supply a short (4 pages of A4 max) Expression of Interest outlining:

- i. a summary of your ideas and strategy for a launch marketing campaign, including the projected media spend and all other costs associated with your ideas.
- ii. how your experience and capabilities meet the selection criteria.

The deadline for receipt of Expressions of Interest is 5pm on 22 August 2014.

Selection Criteria

1.1 Marketing and communications expertise and experience – The appointed company (or companies) must demonstrate a track record in planning and managing effective campaigns. Examples of campaigns delivered on low budgets and the successful implementation of similar projects will score highly. As part of your response it is essential that you list examples of similar work.

1.2 Understanding of the particular challenges and goals relevant to local community media. Sheffield Live! TV will be part of a unique, cross-platform community media operation incorporating the new local TV channel for Sheffield, the existing community radio station Sheffield Live! 93.2FM which has

been broadcasting for nearly 7 years on FM radio, and a responsive website, www.sheffieldlive.org Proposals will be scored against their understanding of this context. If you have engaged with community media already please outline this.

1.3 Creativity – Pro-active proposals are sought to help produce an effective, media neutral, segmented strategy to engage and to develop our audiences. We are also interested in your ideas to secure effective marketing and audience growth by identifying potential launch partners who could gain from association with the channel and provide marketing channels at no or reduced cost.

1.4 Costs.

If you are interested in providing marketing, publicity and communication Services, please supply a short (4 pages of A4 max) Expression of Interest outlining how your experience and capabilities meet the criteria above to advertising@sheffieldlive.org The deadline for receipt of Expressions of Interest is 5pm on 22 August 2014.

The Digital Media Exchange is supported financially by the European Union from the European Regional Development Fund as part of Europe's support for the region's economic development through the 2007-2013 Yorkshire and Humber ERDF Programme.

