

Procurement Specification: Prescription Cannabis Public Awareness Campaign

1. Introduction

The purpose of this Cannabis Industry Council (CIC) procurement exercise is to engage a qualified PR and/or marketing agency to develop and execute a comprehensive public awareness campaign. The campaign aims to inform and educate the UK general public about the existence and benefits of prescription cannabis, addressing misconceptions and highlighting the opportunities for people and wider society.

2. Objectives

The primary objectives of the campaign are:

- To increase public awareness and understanding of the medical benefits of prescription cannabis.
- To provide accurate and evidence-based information.
- To reduce stigma associated with the medical use of cannabis.
- To promote dialogue between patients, healthcare providers, and policymakers.
- To encourage eligible patients to consult healthcare professionals about prescription cannabis.

3. Scope of Work

The selected agency will be responsible for the following tasks:

3.1. Campaign Strategy Development

- Use existing available market research to identify target demographics (including cannabis naive) and tailor messages accordingly.
- Develop a campaign strategy, including goals, messaging, channels, timelines, and metrics for success.
- Consider potential partners and ambassadors who can help amplify the message
- Propose and outline in detail the most (cost) effective route(s) to achieving campaign awareness and objectives, including consideration for digital marketing, traditional marketing, public relations, community engagement, and political lobbying.

3.2. Creative Development

- Create engaging and informative content that highlights the benefits and uses of prescription cannabis.
- Ensure all content is compliant with UK advertising standards and medical guidelines.
- Develop a brand identity for the campaign, including a logo, tagline, and visual elements.

3.3. Implementation

- Progress campaign activity using the appropriate routes as outlined (whether digital marketing, traditional marketing, public relations, community engagement, and/or political lobbying)
- Adapt tactics, messaging and channels based on effectiveness.

3.4. Monitoring and Evaluation

- Implement tools to track and measure the campaign's impact and reach.
- Provide regular reports on campaign performance, including key metrics and feedback.
- Conduct post-campaign analysis to evaluate success and identify areas for improvement.

4. Deliverables

The selected agency is expected to deliver the following:

- A detailed campaign strategy document.
- Creative assets including videos, graphics, articles, and social media content.
- A fully functional campaign website.
- Regular performance reports (monthly and at the end of the campaign).
- A final report summarising the campaign's impact and lessons learned.

5. Timelines

The project is expected to run for a period of 12 months from the date of contract award. Key milestones include:

- Month 1: Market research and strategy development.
- Months 2-3: Creative development and initial launch.
- Months 4-11: Active campaign execution and ongoing optimisation.
- Month 12: Final evaluation and reporting.

6. Budget

The budget for this campaign is £20,000, inclusive of all costs associated with research, creative development, digital marketing, public relations, community engagement, political lobbying, and evaluation.

7. Submission Requirements

Interested agencies should submit the following:

- A detailed proposal outlining their approach to the campaign.
- Examples of previous relevant work.
- A breakdown of costs.
- Resumes of key team members.
- References from past clients.

Note: You can make a submission which proposes just undertaking certain parts of the campaign for a lower fee. CIC has its own design and writing capabilities, as well as various contacts across the industry who may be able to provide pro-bono help (e.g. legal or public affairs) and can therefore make notable contributions to campaign development and delivery.

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of the project objectives.
- Quality and creativity of the proposed strategy.
- Experience and qualifications of the agency and its team.
- Cost-effectiveness.
- Proven track record in similar campaigns.

9. Contact Information

All proposals and inquiries should be directed to:

Mike Morgan-Giles

Cannabis Industry Council

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10. Closing Date

The deadline for proposal submissions is Friday 5 July 2024.