

Criteria

Criteria 1 Exhibit an understanding of the aims and ambitions of ZeroFour

This was an excellent response which demonstrated a clear and excellent understanding of our aims pairing knowledge of our objectives back consistently and good expansion on our themes and a clear approach to familiarisation.

Criteria 2 Experience – incl relevant projects and staff knowledge

This was a good response. Good outline on experience - some key staff particularly so having worked in very closely with relevant business sectors. The panel particularly liked the examples given and the key measurements and outcomes including how these might be relevant to ZeroFour. Their work with previous partners was positive and selection of these as valid touchpoints is indicative of how considered this bid is.

Criteria 3 Approach – to delivery of the scope and management of the project

This was an excellent response. The successful bid provided clear, detailed bullet points on process and equally good breakdown of resource allocation (who would be doing what). Reference to renewables sector and development experience ensured enough support would be provided where required from higher levels within the company. The relevance of this approach was clear from [Redacted]'s pen portrait.

Criteria 4 Differentiation – the special insights and capabilities which distinguish you from competitors

This was a good response which provided some good points on contacts and experience coupled with a considered responses to the aims of the comms objective relative to ZeroFour. We felt they demonstrated good understanding of what is unique about their agency's approach.