



Organisation name: TEDI-London

Contact name: Helen Merrills, Director of Marketing

Contact email: helen.merrills@tedi-london.ac.uk

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Introduction

About TEDI-London, our vision, mission, and values.

TEDI-London is a new higher education provider wholly focused on engineering. Co-founded by three established global university brands – Arizona State University, King’s College London and UNSW Sydney, TEDI-London has been developed to address the long-standing skills gap in the engineering profession. Engineering UK (2018) identified an annual shortfall of up to 59,000 engineering graduates and technicians to fill core engineering roles, and this skills gap is only set to widen as economies reset and recover post Covid-19.

Our **mission** is to attract and empower individuals from diverse backgrounds and perspectives with the skills and confidence to create innovative, real-world solutions that advance how we live as a global community. This means we are seeking to bring new people into engineering, more women, more ethnic minorities, more people with creative backgrounds and more than just traditional school leavers.

We are doing this through our vision, to transform engineering education & transform lives.

Our vision to transform lives - is both for the students that study with us and for the societies benefited by the solutions they design and make.

What engineers need to make - and how they need to make them - has changed. The great challenges of the 21st Century will be addressed by socially aware engineers - critical thinkers and creative problem solvers, working in global teams.

We deliver on our vision and mission by embracing technology, innovation, entrepreneurial thinking, courage, inclusivity and aspiration.

We always aim to be **inclusive**, **courageous**, **inspiring** and **collaborative** and to work with **integrity**.

About our programmes

A single subject provider, TEDI-London offers two programmes – a Bachelor of Engineering (BEng) with an Integrated Master of Engineering (MEng) with honours in Global Design Engineering.

The programme pedagogy is rooted in project-based learning, supported by a bespoke online learning portfolio called the 'Learning Tree'. Students are set projects, often by one of our industry partners and are supported to answer the brief with academic tutorials, makerspace sessions for designing and prototyping, industry masterclasses and self-directed learning through the Learning Tree.

Our unique application and admission process

Unlike the majority of engineering programmes in the UK, TEDI-London does not ask its applicants for a level 3 or equivalent (A Level) in maths. We also do not have a standard level 3 tariff for applicants, meaning we also don't ask for grade achievement from our applicants. What we do ask is that they take a short numeracy test (if they don't have or are not studying towards a level 3 maths qualification), and they participate in our assessment centre process and undertake a small project that they then present and answer questions on by a selection panel. They also have a short interview at the same time.

This process is designed to enable a more diverse pool of candidates to consider engineering, both as an option for degree study on leaving school, and as an option for those already with some career experience looking to upskill or retrain as engineers.

The challenge

TEDI-London is a new provider in an already saturated higher education market. With traditional opportunities to brand build through physical events and networking, TEDI-

London has relied on digital marketing to build a brand and recruit a pilot cohort against the backdrop of a global pandemic.

Our first cohort will be small, around 35 students, but we have big ambitions for much larger cohorts from 2022 onwards – starting at 125 for 2022 and growing to 200 by 2025.

Now restrictions are lifting, we can begin to implement in full, the events and outreach activities that will introduce and grow our brand amongst key stakeholders such as schools and employers, but these strategies take time to flourish and deliver the ambitious numbers we have for short term growth.

Hence, we must continue to grow and optimise our digital marketing strategy to deliver powerful timely messages to targeted audiences to generate quality, suitable leads for the TEDI-London programmes.

TEDI-London has a robust marketing and communications programme that complements its paid media efforts. Owned channels include websites, social media, email marketing and some print publications. With this document, we invite proposals from firms who seek to be the paid media agency for TEDI-London.

Campaign objectives

Support the recruitment of at least 125 students for the TEDI-London September 2022 cohort.

- 50% female
- 35% of our cohort to be made up of students from low HE participation areas
- 50% of our students to be from BAME backgrounds
- 20% of our cohort to be mature students
- Support enrolment as well as brand awareness and engagement through strategic paid media plans that aim to build the brand, fill the pipeline with qualified leads and raise awareness of TEDI-London and its programmes

Project details

The successful agency will be awarded a one-year contract commencing August 2021.

The budget is between £100k & £150k (including VAT) – and proposals will be assessed against the following criteria:

- Value for money (10%) (proposal)
- Experience of the HE market (10%) (proposal and pitch)
- Experience of working with specialist providers (10%) (proposal and pitch)

- Creativity and thinking 'outside the box' (10%) (proposal and pitch)
- Alignment with TEDI-London values – 'cultural fit.' (10%) (pitch)
- Media strategy (50%) (proposal and pitch)

Channels

Previously we have successfully advertised through:

- Paid search
- Paid social media placement on a mix of platforms including Facebook, Instagram, Tik Tok, Youtube and LinkedIn
- Display advertising
- Remarketing via search, social and other platforms

We would like agencies to consider these channels as part of their response and we welcome ideas on strategies for other digital channels.

Creative

Creative for all advertisements will be supplied by TEDI-London and its creative agency.

The media agency will work with TEDI-London and its creative agency to align on required advertising specifications and file formats prior to creative development for each campaign.

Technical Requirements

Utilise Google campaign manager to track all media activity, ensuring every data touchpoint is recorded, tracked and optimised.

Robust website tagging (including tracking pixels)

Agency to recommend best practise around tracking and lead capture

Campaign management

Ongoing strategic planning, management, execution and optimisation of all campaigns including media buying digital platform management, creative trafficking and regular reporting.

Scope of work should include:

Planning:

- Discovery to define expectations, requirements, and goals
- Analysis of prior campaigns

- Audience and targeting review
- Strategy presentation

Project management:

- Manage media buying and publisher contracts
- Development of a detailed media plan
- Purchasing, contracting, and invoicing for vendors
- Live data access for TEDI-London team

Account management:

- Weekly status call
- Campaign briefs
- Monthly report with recommended optimisations and opportunities
- Assessment of KPIs, including dashboard review to show YOY results
- Ongoing day-to-day account and client support
- Support, including resourcing, project execution and timeline management
- Budget tracking and monthly budget review

What can the agency expect from TEDI-London?

- A dedicated project lead
- Access to all previous campaigns and insights
- A friendly experienced team!

Useful links:

[TEDI-London](#)

[TEDI-London - Home | Facebook](#)

[TEDI-London \(@tedi_london\) • Instagram photos and videos](#)

[LinkedIn](#)

[TEDI-London - YouTube](#)

[TEDI-London \(@TEDILondon\) / Twitter](#)

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