

# Skills Group Matrix - Supplier Framework

	Bell	Different Narrative	Magpie	Thompson	Coolbox	Slate and Mortar	Digitronix	McCann	Storycatchers	Bonner Mchardy	North Creative	Room for Design	Spiral	Adarak	Digifish	Prohibition	Motus	Eleven	Clearhead	Little Motel
Skills Group	1	1	1	1	2	2	1, 2, 3	1, 2, 3	1, 2, 3	4	4	4	4	5	5, 6	2, 5	2, 5, 6	6	6	6
Creative thinking, strategy, insight, concepts and ideas, with or without creative outputs	Green	Green	Green	Green	Green	Green	Green	Green	Green	Grey	Grey	Grey	Grey	Grey	Grey	Green	Green	Grey	Grey	Grey
Audience insight, testing, workshops and reports	Green	Green	Green	Green	Green	Green	Green	Green	Green	Grey	Grey	Grey	Grey	Grey	Grey	Green	Green	Grey	Grey	Grey
Evaluation and writing objectives	Green	Green	Green	Green	Grey	Green	Green	Green	Green	Grey	Grey	Grey	Grey	Grey	Grey	Green	Grey	Grey	Grey	Grey
Copywriting and developing messaging	Green	Green	Green	Green	Green	Green	Green	Green	Green	Grey	Grey	Grey	Grey	Grey	Grey	Green	Green	Orange	Grey	Orange
Creation of visual or campaign guidelines	Green	Green	Green	Green	Orange	Orange	Green	Green	Green	Orange	Orange	Orange	Orange	Grey	Orange	Orange	Orange	Orange	Grey	Grey

**Key**

- Allowed to offer this skill
- Allowed to offer this skill as part of a wider project
- Not allowed to offer this skill