# **University of Leeds briefing tool for commissioning work from the supplier framework.**

[The Creative, Design and Video Supplier Framework overview](https://comms.leeds.ac.uk/creative-design-and-video/)

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| **Project Information** |  |
| Project Name |  |
| Faculty/school/institution or service |  |
| Budget (Please include VAT)  Please specify your maximum budget, or a range. If left blank, Comms Production will come back to you to discuss further.  *Please view the ‘Getting quotes and choosing a supplier’ page for threshold information* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/)*. If your project is over the threshold listed, please allow time in your schedule for the tender process documented in the ‘The Tender process’ page* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/timings/) |  |

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| **Key Contacts** |  |
| Commissioner (your name) |  |
| Job Title |  |
| Email |  |
| Phone Number (optional) |  |
| Other Information |  |

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| **Responsibilities during project** |  |
| Person to inform supplier of appointment |  |
| Supplier appointment date |  |
| Email |  |
| Phone number (optional) |  |
| Person to sign-off content and/or messaging |  |
| Email |  |
| Phone number (optional) |  |
| Other Information |  |

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| **Project Schedule** | (Please use xx/xx/xxxx) |
| *Note: Please view the ‘Getting quotes and choosing a supplier’ page for threshold information* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/)*. If your project is over the threshold listed, please allow time in your schedule for the tender process documented in the ‘The Tender process’ page* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/timings/) |  |
| Date of Brief |  |
| Project Briefing Meeting (optional) |  |
| Project start date |  |
| Key and/or immovable dates within the timeline |  |
| Copy, Content, Assets and  material handover  *(From commissioner to the supplier)* |  |
| Rounds of feedback  *(How many check points do you require?)* |  |
| Sign-off date(s) for outputs/deliverables |  |
| Date(s) for supplier to hand over completed outputs/deliverables  *(Note: If print assets are required, please ensure you book the work in with PCB when you submit this brief. (Please ensure the asset hand over date allocates time for printing.)* |  |
| Project end date |  |
| Date of Brief |  |
| Other Information |  |

## **Skills Required**

What do you need? Please select one of the following.

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| Creative thinking  (ie ideas, campaign concepts, strategy, insight, workshops)  *To source a supplier who can service this area please follow the Supplier Framework Skills Groups page - Skills Matrix* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/supplier-framework-skills-groups/) *.* |  | Creative Thinking and Delivery of outputs. |  | Delivery of outputs (which require little or no creative thinking, strategy, insight, concepts and ideas) |  |

Please indicate which services you require for this project using the tick boxes below.   
(*You may select as many as the project requires*).

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| Creative Design |  | Creative Video |  |
| Lecture Capture |  | Motion Graphics |  |
| Artwork (For Print or Digital) |  | Photography  (Part of a larger project)  *Please note: The University has a photographer framework. If you only require photography only. Please visit the Photography page* [*Link*](https://comms.leeds.ac.uk/photography/) |  |
| Copywriting and/or developing messaging. *Please provide information.* |  | Additional Information: |  |

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| If not specified above, please indicate any additional skills or services you require.  (*Please follow this* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *for Glossary Information*) |
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| **The Brief** |
| Please provide a one-line overview of what you want to do.  (*Please follow this* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *for Glossary Information*) |
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| What are your objectives? |
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| Who is your audience and what do you want them to think/feel/do? |
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| What is the key message you want to communicate |
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| How will you measure success (KPIs If any) |
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| What is the main criteria you will judge responses against? (CRITERIA; Creative response. Time/Availability. Interpretation of the brief.  Relevant previous work. Cost/value for money.)  Other. |
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| Other key criteria |
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| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
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| **Channels or Formats** |  |  |
| Where will your outputs be used? |  | Additional Information/Links |
| Web/Corporate site |  |  |
| Emails |  |  |
| Social Media |  |  |
| YouTube |  |  |
| Digital advertising  *(Google Display Network GIFS  and/or HTML5 etc)* |  |  |
| Print |  |  |
| Other |  |  |

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| Please provide a full list of the assets you require, including as much detail as you can using the Asset form [Link](https://comms.leeds.ac.uk/wp-content/uploads/sites/51/2023/02/Asset-List.xlsx) (*Platform, size, quantity, file format, spec etc*) |
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| Other Information (*Please follow this* [*Link*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *for Glossary Information*) |
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| **Additional Information** |
| Does your output(s) need to work with anything already in existence  (e.g. an existing campaign style or previous iterations/projects).  Please provide a link to guidance or examples here (if possible) |
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| Are there any additional accessibility or audience requirements?  (*Above and beyond the* [*University accessibility standards*](https://www.leeds.ac.uk/about/doc/accessibility-statement)) |
|  |
| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
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Please check over all of your answers above, making sure the information you have provided is accurate and correct. Upon completion, please save this spreadsheet and send to **commsprod@leeds.ac.uk** where it will be reviewed within 5 days. If approved, it will then be forwarded to the relevant suppliers.