

CO-OPERATIVES UK

CO-OP FORTNIGHT CREATIVE BRIEF

March 2022



INTRODUCTION

As the voice of the UK's co-operative movement, Co-operatives UK empowers and supports co-operative enterprise with specialised knowledge and expertise, to grow the co-operative economy and create a fairer society.

From football clubs and farms, to convenience stores and pubs, there are more than 7,000 co-operatives in the UK, each owned and controlled by their members and based on a set of shared principles and values.

By promoting shared wealth through member ownership, we are committed to enable anyone in the UK to form, or join, thriving and sustainable co-ops

Co-operatives can have a huge impact on the lives and livelihoods of their members and communities, but awareness of this way of doing business is still low amongst the general public. Many people have heard of the convenience stores and funeralcare services, but do not know that co-operatives operate in all sectors and collectively contribute nearly £40billion to the UK economy.

We are working with our members to raise the profile of the co-op business model, so that everyone knows what a co-operative is.

We have consulted with our members to create key messages, defining simple language to convey the benefits of co-operative ways of working. We have also asked members what resources they need to raise awareness of the fact that they are a co-operative.

We are looking for a creative agency to produce a suite of resources for all co-operatives to use, which we plan to launch ahead of Co-op Fortnight (20 June to 3 July 2022).

OUR AIM

We want everyone in the UK to love the idea of being part of a co-op

COMMUNICATION OBJECTIVE

To create a succinct, memorable set of resources which excites people to join a co-op

THE PLAN

- To create a sector wide communications plan to raise awareness of co-operatives that the whole sector can get behind
- To create a suite of long-form and short-form materials to be used across all channels to drive awareness, then engagement, and finally conversion to membership.
- [The Co-op Fortnight campaign](#) will be a flare in the calendar to launch the communications plan

DELIVERABLES

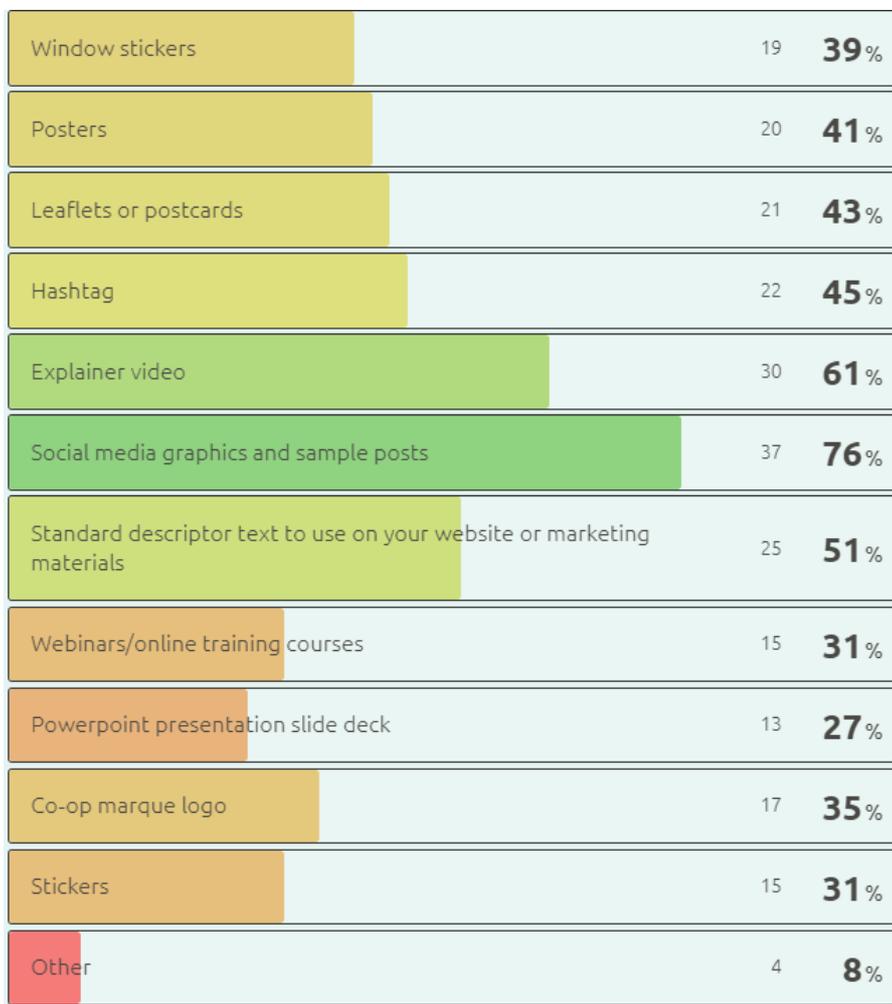
- Create a suite of resources or campaign toolkit that any co-op can use to excite people about co-operatives
- The resources may be digital or print
- The resources should convey the key messages (included at the end of this brief)
- The resources should include a hashtag and clear call to action
- Co-operatives UK's communications team can support by supplying copy and images, and will help shape the content and call to action
- Although the resources are produced in time for Co-op Fortnight, we want them to be used at any time of year so they should not necessarily include the Co-op Fortnight logo (as this includes dates which may mean the resources date quickly)
- Creative agencies may choose to use the existing Co-op Fortnight brand guidelines (attached) or develop a new look and feel
- The branding does not need to reflect Co-operatives UK's brand guidelines, as the resources are for the whole co-op sector to use
- We have a panel of co-operative members who will be selecting the agency

- We are conscious that the key messages have been created by members who already know what co-ops are, so we want to include an element of consumer testing to sense check the resources resonate with the general public
- Please indicate if you can carry out consumer testing as part of this work.

WHAT RESOURCES DO CO-OPS WANT?

We launched an online survey asking co-ops what resources they needed to communicate the benefits of being a co-operative.

Q: What resources would help you explain to customer and members that you are a co-op?



KEY MESSAGES

The key messages attached as Appendix 1 were created in consultation with a panel of 15 co-operatives representing the sector, and an online survey open to any co-op, which had 58 responses.

The resources produced in response to this brief should incorporate the key messages.

For example, using the descriptor text as a script for an animated video/slideshow to use on social media, creating signs that co-operatives can display in their windows or premises or a toolkit of social media posts and website text that any co-op can use at any time of year.

TIMINGS

- Proposals submitted by 9am on Monday 11 April 2022
- Agency selected by stakeholder panel and kick off meeting with successful agency held by Friday 15 April 2022
- Resources produced by Monday 16 May 2022
- Consumer testing takes place w/c 16 May 2022
- Resources and theme launched to co-op sector w/c 23 May 2022
- Co-op Fortnight takes place 20 June-3 July 2022
- Resources continue to be used all year round

BUDGET

- We have a budget of £10,000+VAT for this piece of work

- We expect the majority of the assets to be digital. If print resources are recommended please provide an indication of price
- If you are including consumer testing in your proposal please provide an indication of price and method.

NEXT STEPS

Please submit your short proposal 9am on Monday 11 April to communications@uk.coop including:

- Brief examples of similar work
- Your approach / process to meeting the deliverables
- What resources you propose producing, including format and quantity
- Your fee and payment terms, with each item costed separately
- Confirmation of availability to meet the timeline provided (some flexibility around dates)
- Indication of print costs and consumer testing if applicable.

SUPPORTING INFORMATION

EXAMPLES OF EXISTING RESOURCES

Key messages created in consultation with co-operatives (attached as Appendix 1)

What is a co-op?

- Our website www.uk.coop
- [What is a co-op video](#)
- [Guide to co-ops](#)

Examples of awareness campaigns/ resources

- [Co-op Fortnight resources](#)
- [Co-op Fortnight campaign video](#)
- [Short Join a Co-op video](#)
- [More than a shop podcast](#)
- [Co-op Economy report](#)

ABOUT CO-OP FORTNIGHT

Every year hundreds of co-ops and organisations across the UK work together to promote co-ops during Co-op Fortnight.

Now in its twelfth year, last year's campaign had a social media reach of over 12m and the campaign video created over 50,000 opportunities to view.

Previous themes included:

- 2021 – Join a Co-op (become a member)
- 2020 – Keep Co-operating (build on community spirit of lockdowns)
- 2019 – Two weeks of mass co-operation (hold an act of co-operation)
- 2018 – Co-op Difference
- 2017 – It's Time to Co-operate
- 2016 – Big Co-op Clean
- 2015 – Big Co-op Clean
- 2014 – Choose Co-operative
- 2013 – Local, Loved, Trusted
- 2012 – 14 Days Building a Better World (International Year of Co-operatives)
- 2011 – Yours to Share
- 2010 – There is an Alternative

Co-operatives UK Limited

Holyoake House
Hanover Street
Manchester M60 0AS

0161 214 1750

info@uk.coop

www.uk.coop

Registered in England as a registered society under the Co-operative and Community Benefit Societies Act 2014. Reg. 2783R. Vat Reg. 147 8611 47