Annex 2 Supplier Response

Title: UK-MY Spotlight 2027 – Branding and Design Creative Partner

Company name:
(To be used on the Contract)

Company address:
(To be used on the Contract)

Company Reg:
(If Applicable)

Contact name:

Contact email address:

Contact Telephone number:

Instructions

1. Provide Company Name and Contact details above.

2. Complete Part 1 (Supplier Response) ensuring all answers are inserted in the space below each section of the British Council requirement / question. Note: Any alteration to a question will invalidate your response to that question and a mark of zero will be applied.

3. Complete Part 2 (Submission Checklist) to acknowledge and ensure your submission includes all the mandatory requirements and documentation. The checklist must also be signed by an authorised representative.

4. Review Annex A and add any parts of the information submitted which is classed as Confidential or sensitive information.

5. Submit all mandatory documentation to British Council's e-Tendering portal hosted at https://tap.tcsapps.com/tap2/#/bc-supplier-registration (first time log in) or https://tap.tcsapps.com/tap2/#/login-supplier?tenant=BritishCouncil&langCd=en (existing supplier registered) / aman.kumar@in.britishcouncil.org by the Response Deadline, as set out in the Timescales section of the RFP document. All communication to be conducted via the correspondence tab within the project.

Part 1 – Supplier Response

1.1 Responses will be scored according to the methodology as set out in Evaluation Criteria section of the tender document.

1.2 If a requirement can only be partially met, please ensure a clarification with additional detail is sent via British Council's e-Tendering portal hosted at https://tap.tcsapps.com/tap2/#/bc-supplier-registration (first time log in) or https://tap.tcsapps.com/tap2/#/login-supplier?tenant=BritishCouncil&langCd=en (existing supplier registered) / aman.kumar@in.britishcouncil.org which can be answered and therefore on submission a fully met requirements can be submitted.

1.3 Please indicate all costs are included in the response to Annex 3 (Pricing Approach).

Quality and Creativity – 30%		
ID	**%**	**Requirement**
QC01	**30%**	Your response will need to demonstrate the following: • Demonstrate design excellence via relevant case studies and portfolio examples highlighting cross-cultural or international marketing campaigns. • Approach to the Spotlight identity, branding and design, including all the listed deliverables in the RFP. • Include other recommendations that are appropriate for the assignment. **Supplier Response:** (Maximum word count 1,000 Words)

Strategic Approach – 10%		
ID	**%**	**Requirement**
MA01	**30%**	A well-articulated project management methodology, rigorous quality assurance workflows, and a realistic, robust timeline for execution, including: • Approach to collaborating with British Council to deliver the Spotlight. (As this is a service contractual relationship, the supplier will be working closely with the British Council to co-curate the delivery. The British Council is the final approver for all matters, and no activities should take place independently). • Approach to collaborating with MY and UK partners to deliver the Spotlight identity, branding and design. • Delivery model/ workflow to achieve the objectives and KPIs, within the budget and time limits outlined in the RFP.

		• Approach to amplify diverse voices and perspectives, including community, Indigenous, environmental, and youth perspectives. • Approach to engage MY audiences in discussions on culture, climate adaptation, sustainability, identity, and future-making. *Please include proposed production timeline, production budget breakdown and platforms/ stakeholders to be engaged.* **Supplier Response:** (Maximum word count 1,000 Words)

Capabilities and Services – 20%		
ID	**%**	**Requirement**
CS01	**10%**	Your response will need to demonstrate the following: • At least 5 years' experience in brand design, visual identity creation, or creative agency work. • Proven track record or deep understanding of the UK and Malaysia arts, theatre, music, or heritage landscape, ensuring the identity respects local customs, community context, and artistic expression. • Experience delivering alongside curators, artistic directors, event producers, printers and fabricator, with exhibitions, festivals, commissions or large-scale arts programmes. • Excellent project management and production skills. • Understanding of accessibility, inclusion, environmental sustainability, and community engaged work in cultural practice. *Please include CV and portfolio of previous related experiences for all team members.* **Supplier Response:** (Maximum word count 800 Words) Please include relevant policy documents and company registration.
CS02	**10%**	Your response will need to demonstrate the following: • Proven technical expertise of the designated core team, alongside full-service capacity (including print management, digital localisation, and localised production tracking). • Experience building comprehensive brand systems—not just a logo—including Spotlight sub-brand architecture, typographic hierarchy, color systems, and brand guidelines. • Practical knowledge of translating 2D brand concepts into physical and environmental touchpoints, such as stage backdrops, venue signage,

		wayfinding systems, merchandise, lanyards, and digital/social campaigns. **Supplier Response:** (Maximum word count 800 Words)

Commercial – 40%		
ID	**%**	**Requirement**
CO01	**40%**	Please complete Annex 3 (Pricing Approach) A highly transparent, granular breakdown of all operational fees and costs, demonstrating competitive pricing and optimal value for money.

Part 2 – Submission Checklist

Insert Yes (Y) or No (N) in each box in the table below to indicate that your submission includes all of the mandatory requirements for this tender.

Important Note: Failure to provide all mandatory documentation may result in your submission being rejected.

Submission Checklist	
Document	**Y / N**
1. Confirm acceptance of the Annex 1 (Terms and Conditions), including any changes made via clarifications during the tender process.	
2. Completed tender response in Annex 2 (Supplier Response) and in accordance with the requirements of the RFP	
3. Completed pricing proposal in Annex 3 (Pricing Approach)	
4. This checklist signed by an authorised representative	
5. Appendix A to this checklist in relation to information considered by you to be confidential / commercially sensitive	
6. In accordance with para 11.2 of the Request for Proposal document, please confirm your agreement to register a valid supplier account on the Central Digital Platform. Such registration will be completed upon request by the British Council and prior to contract award. You acknowledge and accept that failure to complete registration prior to contract award may result in the withdrawal of any award decision.	

I confirm on behalf of the supplier submitting the documents set out in the above checklist that to the best of our knowledge and belief, having applied all reasonable diligence and care in the preparation of our responses, that the information contained within our responses is accurate and truthful.

Supplier:	
Date:	
Name (print):	
Position:	

Signature:	
Title:	

Appendix A to Submission Checklist

Table of Information Designated by the supplier as Confidential and / or Commercially Sensitive

This table only needs to be completed if any information inserted as part of your tender response and in any accompanying documents is deemed by you to be confidential and/or commercially sensitive. Please note that the Confidentiality and Information Governance provisions of the RFP apply to any information designated as confidential and/or commercially sensitive.

No	Section of tender response which the supplier wishes to designate as confidential and / or commercially sensitive	Reasons as to why supplier considers this information confidential and/or commercially sensitive and why it should be exempt from disclosure under the Freedom of Information Act 2000 or the Environmental Information Regulations 2004 or other relevant laws	Length of time during which supplier thinks that such exemption should apply