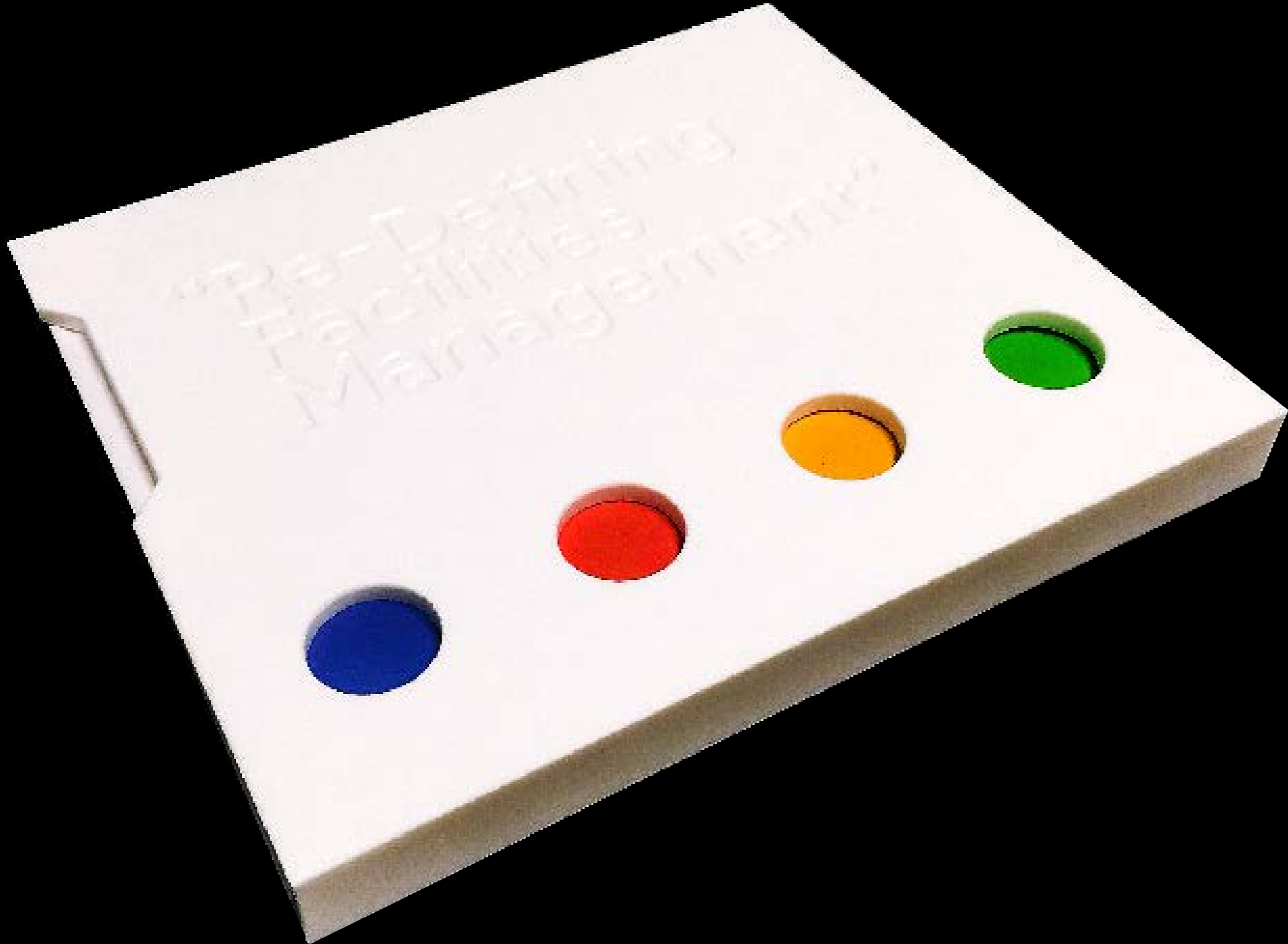




# BID SUPPORT

THEMES & CONTENT | FLEXIBLE SCALE UP | 24/7 AVAILABILITY





## Make a great first impression

We know ourselves that if you want to work tomorrow, you've got to win today. So one of the most vital services we provide to our clients is tender support.

Think beyond your usual tender style and format and deploy the best professional creative fire-power to maximise your delivery.

And since these things tend to go down to the wire, we'll work with you around the clock to ensure you'll deliver in time to seal the deal. Everyone's a winner!







## A driving force with a winning mentality

The typical bid brief is all unknowns, even for our clients - with the target company holding all the cards. What they do share is high stakes, high value and a one-shot opportunity to succeed. We are a driven creative team and we work tirelessly to help our clients to finish in first place.

Our clients bring the commercials and a winning package, while we work with the bid team on format and approach, theme, concept and headlines. We have a straight down the middle approach and our delivery is always way above par.





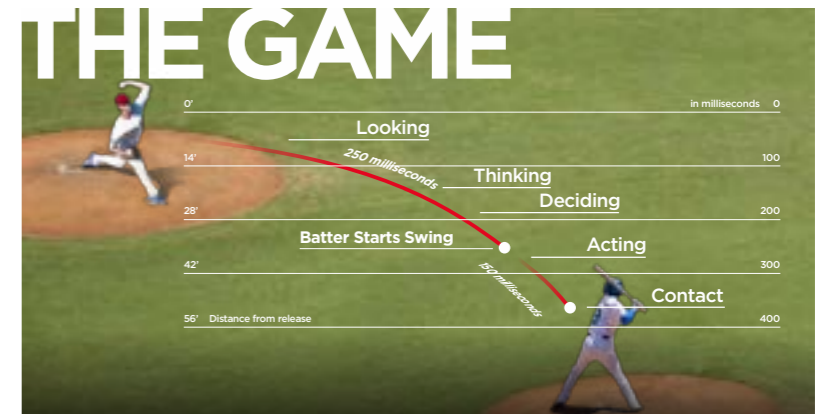
## Masters at work

Bid design requires serving two masters at once: The seller and the target. Couple that with down-to-the-wire lead times and hands-on client teams for a real branding challenge.

We produced this in-depth tender document for our facilities management client who were tendering for a large contract with Irish bank AIB. Over 200 pages of layout, infographics and charts - designed, printed and delivered in just a couple of weeks.







## Pitch perfect

Sometimes, your harshest critics are your peers. If you have a big presentation – whether it's for a regional, national or global audience, we can help to craft the message and shape your deck so that it not only flows, but blows the competition away.

One example was a senior manager who was due to speak at a global sales conference on the subject of how to do the perfect pitch: Obviously, his presentation had to be pitch perfect.

Rather than set himself up for a very public fall, he got us in to create a knock-out deck. Working closely together, we focused the messages and visuals until everything was, well, perfect.

And while there's still no substitute for practice, our PowerPoint decks come pretty close: the best thing since baseball.

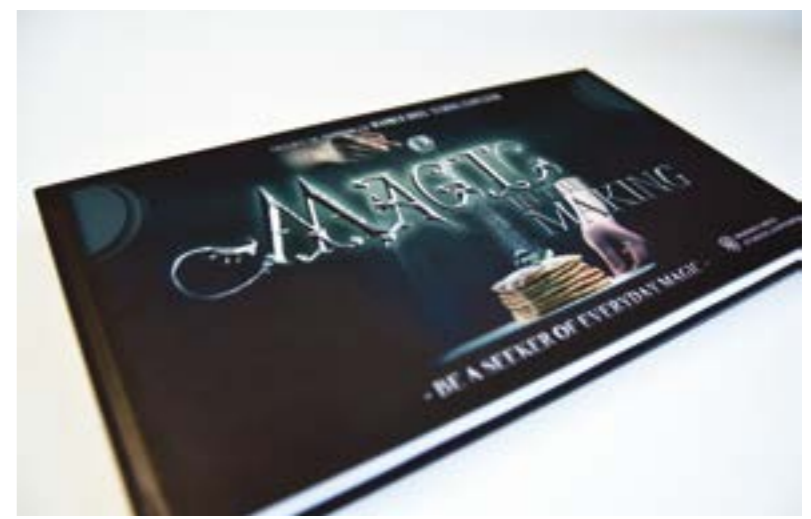
“

**Once again – thank you for the efforts your team made. You went above and beyond to help us and I really appreciate the flexibility and the quality of the work completed. The support of you and your team has been outstanding**

HEAD OF BID MANAGEMENT

”









## Unique & memorable

Every bid is different, but a good pitch is always memorable; "Differentiate yourself from the competition," as we like to say. We've helped our clients land some very big fish.

From Amazon and Apple to Google and Adidas, our clients have succeeded with the biggest and the best, and we're always there to help steer them to victory.





## Always innovate

Our clients are used to landing big fish. From Google to Amazon, they pitch to the biggest and the best, and we're always there to help steer them through.

Not all tenders are printed books, this pitch was built to appeal to PayPal's instinct for keeping it real, whilst being delivered as a password-protected website.

By using hand-drawn illustrative elements and vibrant images of real people, we were able to create a winning presentation that avoided all the clichés of the virtual world.





## Be inspirational

Every tender has its own nuances and particular focus. We produced this in-depth tender document for our FM client who were tendering for a large contract with RWE.

Responsibility and sustainability had to be at the very core, from initial design decisions to the choice of paper and even the ink selection. From start to finish this tender needed to be aligned to RWE's own principals and sustainability goals.







## Style & substance

Desigual (meaning “uneven”) is a clothing brand notable for its intense prints, graffiti art, asymmetrical designs and flamboyant splashes of colour. In bidding to provide global food services, our client was keen to speak to them in a visual language that matched their high concept and exacting standards. And so we decided to ‘dress’ their bid to suit their audience: A quirky, boldly coloured document full of texture, colour and ambition, beautifully printed and bound on recycled, embossed and uncoated papers. As you might imagine – the bid succeeded in style.







## A winning formula

Powerpoint may not be a designer's favourite tool, but it's often the bridge our clients need us to cross in order to reach their audience.

The real trick to a good deck is a great speaker, flawlessly prepped and well-rehearsed. Luckily our client was all this and more. All we had to do was create a deck of slides to match.

By integrating our slide designs with the message they were carrying, we were able to transcend the medium to create something altogether bigger and better (great speech not included).



FLEXIBLE

# NEED SCALABLE SUPPORT?

**We're there for our clients, however big the ask. Even the most complex technical and logistical challenges are covered, leaving you free to steer the ship.**

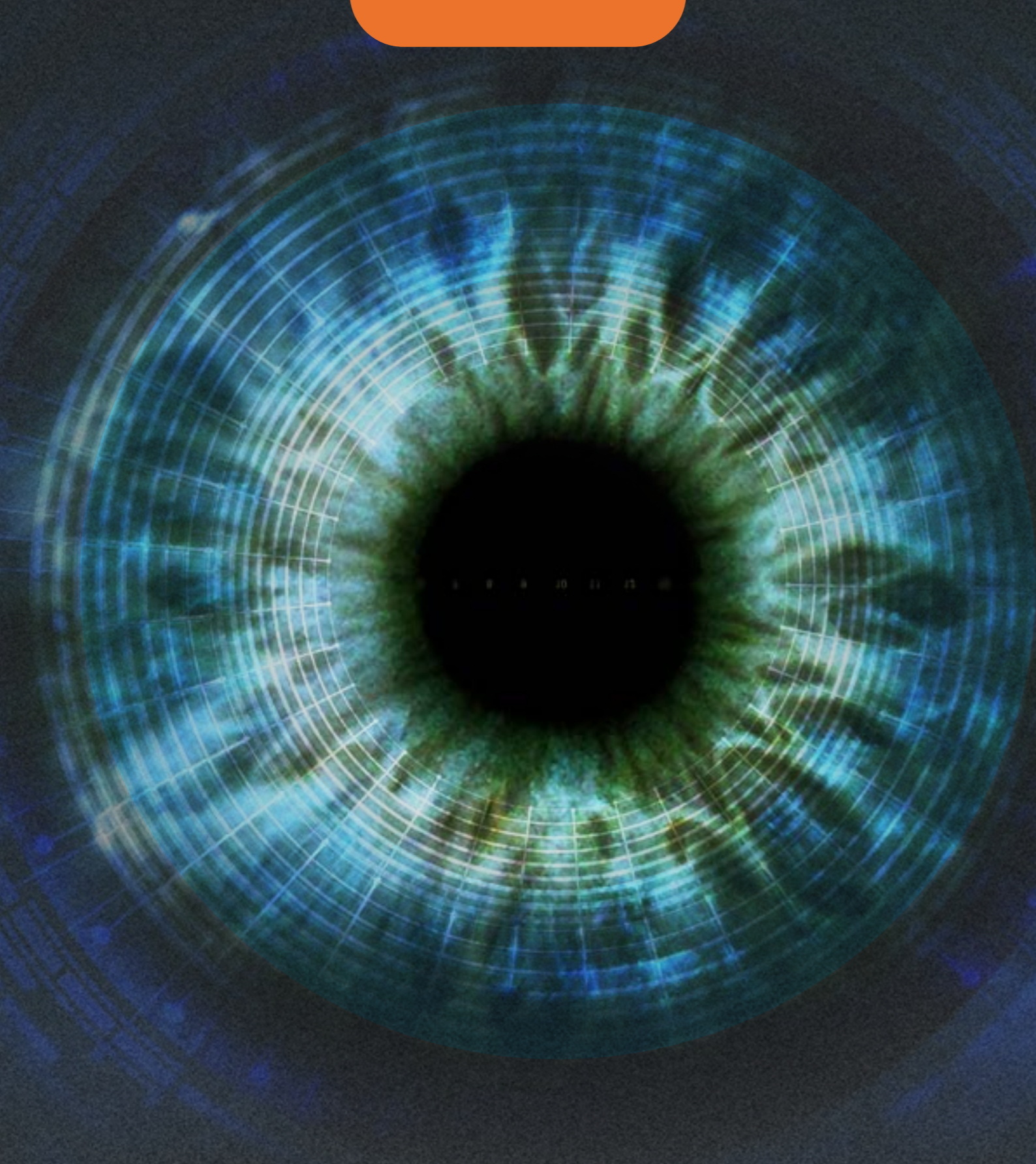
- Support when you need it. 24/7
- Smart resourcing to keep your project on track
- Flexible retainer packages available
- Save 15–23% off our competitive standard rate
- Want an embedded micro-studio? Ask for details



**You have once again done an exceptional job! I really appreciate your team's flexibility and patience as they developed our materials, and am once again impressed by their creativity.**

Business Development Manager,  
InfraCo Africa





TRANSPARENT

# NEED COST OVERSIGHT?

**No hidden fees, tricks or angles, no smoke and mirrors.  
You like to keep things simple. So do we.**

- Ouno are open and transparent partners
- Live access to our online time-keeping system is available
- We pro-actively manage your budget
- Timesheets are available to you on demand
- All your estimates and invoices are itemised
- There are no hidden charges
- We can work with your budgets or to a fixed cost



ACCOUNTABLE

# NEED PROCESS CONTROL?

**Our open approach gives you all the tools you need to keep time, maintain value and stay in control**

- Ouno can work within your KPI requirements
- We can manage your assets
- We operate formal quality controls at every stage
- You get a dedicated account and project manager for every client and every project
- We operate automated budget controls
- We have formal creative processes to ensure consistent results
- Track record of on-budget, on-time project delivery

**One of our clients achieved a record of \$235M new business wins in 2018 and a 97% retention rate for existing contracts.**



VALUE

# STANDARD RATE CARD

**Our charging structure is low,  
value-for-money and super simple.**

The following industry benchmarked rates cover all tasks and roles, including designers, developers, project managers, content creators, and all digital and other specialists.

Looking for more commitment? Ask about the benefits of our game-changing retainer deals - the very best way to maximise your investment in creative expertise.

Director | **£120**

Senior | **£95**

Middleweight | **£80**

Junior | **£65**

WPEngine hosting package per year **£1650**

Camera crew and director per day **£1200**

Camera operator per hour **£75**

Photography per hour **£75**

Stock photography **£35 per image**





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OUNO CREATIVE

