

STATEMENT OF WORK

TNS Project No:	260412774
TNS Project Name:	Social Security Brand Identity Research
TNS Key Project Contact:	[REDACTED]
TNS Other Project Team Members:	[REDACTED]
Client Reference/Job No:	TBC
Date sent to client:	28/09/2017
Client:	The Gate Interactive / The Scottish Government
Client Contact Name:	[REDACTED]
Client Address: (Invoices will be sent to this address)	
	The Gate Interactive 100 Ocean Drive EH6 6JJ
Version Number:	1

SCOPE OF SERVICE

Costs provided are based on the scope of service specified below. In the event of any change of scope, Kantar TNS reserves the right to re-issue this Statement of Work and amend costs accordingly.

Research Objectives

The Scottish Government wish to shape a distinctly Scottish social security system with fairness, dignity and respect at its heart

How effective are the name, brand identity and values of the new Scottish Social Security system at engaging people who require benefits in Scotland?

1. How effective is the brand in capturing the strategic objectives?

- To what extent does the brand convey fairness, dignity and respect for audiences?
- Which specific messages elicit the most engagement with the new agency?
- How approachable does the new agency feel for different audiences?
- How effective will the new agency (based on perceived brand values) be at mitigating (known) barriers to engaging with benefits?

2. How engaging are the brand artefacts specifically?

- To what extent do different audiences relate to the tone of voice of the different brand materials – how resonant are they in talking to them?
- What values are conveyed by different artifacts (logo/name)
- How relevant do the messages feel across different ages/backgrounds?
- How distinctive are the name and logo and how stand out do they have?
- How can the different brand identity elements be optimised to overcome barriers and increase overall motivation?

Approach

[REDACTED]

[REDACTED]

TIMINGS

Activity	Responsibility	Date
Submit Statement of Work (summarising proposed approach, timings and costs)	Kantar TNS	28 th September 2017
Sign off S.O.W	Scottish Government / The Gate	29 th September
Recruitment commences	Scottish Government	26 th September
Meeting to agree sessions and to discuss stimulus	Kantar TNS / Scottish Government / The Gate	TBC w/c 16 th October
Stimulus provided	Scottish Government / The Gate	w/c 30 th October
Discussion guide submitted	Kantar TNS	w/c 23 rd October
Discussion guides approved	Scottish Government / The Gate	w/c 30 th October
Fieldwork	Kantar TNS / Scottish Government	Glasgow: 7 th Nov Inverness: 8 th Nov Edinburgh: 8 th & 9 th Nov Perth: 10 th Nov
Full analysis and debrief preparation	Kantar TNS	w/c 13 th November onwards
Present final debrief	Kantar TNS / Scottish Government / The Gate	By 27 th November

Start date	28 th September
End date	27 th November

INVOICING SCHEDULE

Client will be billed as scheduled below:

[REDACTED]

Terms and Conditions of Business	
<p>No Terms and Conditions of Business to be attached – separate contract/framework agreement in place (only to be used in exceptional circumstances where appropriately signed contract/framework agreement is in existence)</p>	<p>Kantar TNS UK Ltd Standard Terms and Conditions of Business are superseded by previously agreed contract/framework agreement with client</p>