

# *The Procurement* PARTNERSHIP



## Branding & Marketing Guide

**SUPPLIERS**

# Company Identity

## Company Story

Our journey began in 2004, when founding board members; Jim Brennan, Stephen Hall, and James Russell incorporated TPPL with a straightforward brief, to enhance the combined fleet purchasing power of the public sector.

By purchasing fleet assets for a greater number of Local Authorities, we could apply scales of economy and negotiate market leading discounts with key vehicle manufacturers and distributors. In 2011, we started developing strategic procurement solutions, such as framework agreements, by partnering with contracting authorities to ensure suitability for not only their own use, but also for buyers from the wider public sector in the United Kingdom. Today, the solutions cover a broad range of products and services to support delivery of public services, which are at the heart of all our lives and our communities.

## Core Values & USPs

We provide cradle to grave procurement support, as an extension of your organisation. Additionally, we are collaborative, professional, dependable, and provide solutions, deliver outcomes to support communities to provide vital funding back to the public purse. Furthermore, we remove barriers enabling SMEs to engage with large public sector contracts and we deliver value for money.

# Visual Identity

## The Procurement Partnership Ltd Logo

- Typography
  - *The Procurement* - Adobe Garmond Pro (Bold & Italic)
  - 'PARTNERSHIP' - ATF Franklin Gothic Office (Bold)
- Logo Colour - 2612



## Typography

- Website - Montserrat
- Presentations
  - Headers - Imprint MT Shadow (Bold)
  - Slides - Montserrat (Bold & Regular)

# Verbal Identity

## Strapline

Specialist Procurement Solutions for the Public Sector

## Boilerplate Description

The Procurement Partnership Ltd (TPPL) are a private limited company offering a range of procurement solutions and services to the Public Sector. Our products and services maximise the efficiency of our member organisations, drive value for money and meet Public Procurement regulations.

Through our collaborative approach, Public Sector organisations can obtain fully supported procurement solutions, with the added value of product specific technical expertise to help them scope product and procurement specifications. By blending Public Sector values with Private Sector ethos we can maximise our members purchasing power, not just to save money but also to improve quality.

# Audience

## Target Demographic

- Public Sector organisations
  - Local Authorities, Housing Associations, Educational Trusts, NHS Trusts, Fire & Police Authorities, Charitable trusts,
- No specific targets in terms of age, race, gender orientation, job position

## Tone Preference

- 'Passive' marketing (soft approach)
  - Less aggressive / 'pushy' campaigns
  - Guidance/ Informative Marketing

# Direct B2C Communication

## Member Communications

- We send out a Members List on a monthly basis, however we are unable to provide contact details for member contacts due to GDPR restrictions.
  - If supplier databases already contain specific contact details for individuals in member organisations, we can cross-check this with our records.
  - Suppliers are permitted to reach out to their individual contacts for the purpose of their own communications

# Online Communications Guide

## Social Media

- We use LinkedIn as our main social platform to engage with both members & suppliers.
  - We request all proposed supplier social media posts in relation to TPPL procurement solutions or services be sent to a member of our team marketing@tppl.co.uk for screening & approval.
- Wording Guidelines
  - Post Mentions
    - Where The Procurement Partnership or TPPL is referred to within any supplier promotional content shared on social media, we must be tagged into the post using our **@The Procurement Partnership** LinkedIn profile. This applies to any promotional content published for transactions conducted with our members, or promoting your appointment to a TPPL procurement solution, such as a Framework Agreement or DPS.
  - Post Semantics
    - We would like suppliers to use the phrase 'approved supplier' to maintain neutrality but still be able to promote their status on a Framework.

# Online Communications Guide

## **TPPL Website**

- Resources
  - Including but not limited to: Webpages / Profiles, Digital News Posts, Case Studies
- Supplier Insights Page
  - Suppliers may opt to send us a short bio or some wording, with accompanying images detailing any product or service innovations they've developed that will be of benefit and interest to our members

## **Useful Links**

Suppliers Area - <https://www.tppl.co.uk/supplier-landing/>

Supplier Marketing Opportunities -  
<https://www.tppl.co.uk/supplier-landing/marketing-opportunities/>

Any Queries? Reach out to us at [marketing@tppl.co.uk](mailto:marketing@tppl.co.uk)

