



Supplier marketing toolkit

As a Crown Commercial Service (CCS) supplier we encourage you to promote your position to ensure existing and potential public sector customers are aware of what you offer through our arrangements; and to help channel public sector spend through our agreements to maximise savings for the taxpayer.

This toolkit has been created to provide you with advice and guidance on how best to market your position. In this pack you will find information on:

- Our supplier logo
- Press release/communications guidance
- Notes to Editors text
- Case studies



Crown
Commercial
Service

The Crown Commercial Service supplier logo

Our supplier logo can be used to help you promote your position. Why not consider using it on the following materials?

Crown
Commercial
Service
Supplier

- **Business cards**
- **Email signatures**
- **Presentation slides**
- **Letterheads**
- **Promotional material such as brochures, leaflets, emails etc.**
- **Web pages**
- **Event stands**

The logo should be used in line with our brand guidelines and only be applied where it is relevant i.e. not for the purpose of promoting products or services you may also offer, outside of your CCS agreement. Advice on branding and copies of the logo are included as part of this toolkit.

Press release/communications guidance

We encourage you to actively promote your organisation to existing and potential customers. The following guidance will help you position the messages correctly.

How to describe Crown Commercial Service (CCS)

- Please use our full name in the first instance with CCS in brackets e.g. Crown Commercial Service (CCS). Thereafter it is fine to use CCS
- Crown Commercial Service (CCS) supports the public sector to achieve maximum commercial value when procuring common goods and services

Include the following paragraph in your release:

- Crown Commercial Service supports the public sector to achieve maximum commercial value when procuring common goods and services. In 2021/22, CCS helped the public sector to achieve commercial benefits equal to £2.8 billion - supporting world-class public services that offer best value for taxpayers.

What to say about your agreement

- “[Insert company name] have been named as a supplier on Crown Commercial Service’s [insert framework name] framework.”
- Give the full title of each Lot your company has been named on
- Say what customers can access through the Lot, and check the wording of this with your category manager

Promoting your position

DO:

- ✓ Ensure all press releases and literature regarding your position are shared with and approved by your category manager before they are distributed. This is to ensure they are factually correct and we are aware of what is being issued to potential customers
- ✓ Use the logo (in line with the brand guidelines) when promoting your organisation. This will help reinforce and highlight your position to potential customers
- ✓ Make sure you keep your company profile up to date in the eSourcing tool as this information also appears on our website
- ✓ Ensure you state your position accurately and only refer to the goods and services that you offer that are available under the terms of the agreement i.e. that you have been awarded a place on [insert name e.g. PSN Services] agreement for the supply of [insert examples of range of goods and services you offer under the arrangement]
- ✓ Develop case studies to showcase the benefits of the arrangement and the savings customers have successfully achieved. We encourage you to work with your category manager to develop case studies and a template is provided in this toolkit to help you
- ✓ Include the paragraph describing who CCS is and what we do (page 2)
- ✓ Include the below Notes to Editors section at the end of any press release you issue

DO NOT:

- ✗ Use the following words to describe your position:
 - Accredited supplier
 - Chosen supplier
 - Endorsed supplier
 - Selected supplier
- ✗ Describe your agreement as a “contract”
- ✗ Present the indicative potential spend value stated in the OJEU notice as committed spend
- ✗ Refer to your score or ranking in the tender process in any marketing and communications materials. Once awarded all suppliers are considered to be equal
- ✗ Refer to goods or services that you offer but that are not available under the terms of your agreement

Always include specific benefits related to the goods/ services you offer in your actual savings where possible.

Notes to Editors

Include the following text in the ‘Notes To Editors’ section of your press release:

Crown Commercial Service (CCS) is an Executive Agency of the Cabinet Office, supporting the public sector to achieve maximum commercial value when procuring common goods and services.

To find out more about CCS, visit: www.crowncommercial.gov.uk

Follow us on Twitter: [@gov_procurement](https://twitter.com/gov_procurement)

LinkedIn: www.linkedin.com/company/2827044

Case studies

Please take the time to develop case studies to showcase the benefits of the agreement and the savings customers have successfully achieved by working with you, as these will help other customers make the commitment to use the framework.

We encourage you to work with your category manager to develop your case studies and a template is provided in this toolkit to help you.

Completed case studies should be sent to your category manager and, once approved, will be added to our website and used in our customer communications. You can also use them in your marketing activity.



We hope you find this toolkit useful and we welcome your feedback. If you have any suggestions on how to further develop the toolkit to help you in your marketing and communications please email your comments and suggestions to:
info@crownccommercial.gov.uk
using the email subject line: marketing toolkit

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