G-Cloud: Service Definition Document

Lot 3 - Cloud Support

manifesto

01

Who we are

Who are manifesto

We help our clients engage their audiences by delivering outstanding, sustainable and inclusive digital products – across all digital platforms

manifesto is a digital experience agency that works only with purposeful organisations. Our mission is to create safe, ethical and valuable digital products and services that work for everyone and do no harm.

We are a team of 130 passionate creatives, technologists and strategists and part of the TPXimpact group, a Certified B CorporationTM. We take pride in creating award-winning digital experiences, products and services that are measurably ethical, inclusive, accessible, sustainable and joyful.

manifesto

What drives us

Launching iconic digital products - that breakthrough and have impact - it's what gets us out of bed in the morning!

01

Helping our clients dream big & execute faster with digital product

02

Keeping our clients' digital products creative

03

Designing digital products for a diverse audience, that are inclusive & accessible to all

04

Delivering digital products that do no harm to the planet

How do we typically help our clients?

See the wood for the trees with technology

Through many decades we've seen technology innovation cycles come and go. From the buzz of emerging tech, through early adoption, into more functional and mission-critical cycles, we have been a useful critical friend for our sector clients as they choose technologies, and make sense of potential use cases.

Think digital ecosystem and platform

Think scalable ecosystems of digital interaction, versus looking through specific channels. In this way we are able to help our clients build for a more connected digital engagement future, taking in brand purpose, digital marketing needs, technology choice, products and services - from that first website upgrade, or CMS application.

Do more with less

We run lean, and apply product-based iterative principles to everything we do. In this way we typically see opportunities to reduce waste, launch more effective services because they've been tested and validated, and join the gaps between big strategy and execution at the client touchpoint.

Break through the blockers

Our clients often struggle to differentiate. Often this is due to dealing with legacy thinking and technology. We prioritise a focus on outcome, taking a more prototypical, experimental mindset to prioritising what ends up on the roadmap. We also do a lot of work within the client organisation to help our stakeholders get through internal constraints and roadblocks.

Breakthrough digital experiences

Building the foundations for transformative experiences for community

With Breast Cancer now

We've been working with Breast Cancer Now since 2021, activating their bold vision through a scalable, unified and cohesive digital experience platform and now building on that foundation, moving into a cadence of strategic planning and insight led optimisations.

Unleashing the art of digital engagement

With Royal Academy of Arts

When we began working with the RA in 2022, our initial remit was to explore user needs and develop its brand for a more modern, accessible and engaging digital experience. As our partnership grew we also teamed up with its development team to progress the project into production.

Platform to programme: An ongoing strategic and digital partnership

With Unicef UK

We have been UNICEF's digital and strategic partner since 2017. Initially working with them to double conversion rates through a user-centred website design and content strategy. Now our work with Unicef UK spans the entire journey from strategy development, audience insight to digital experience delivery.

Breathing life into 3 new brands to drive engagement

With Zoological Society London

ZSL had one monolithic site, resulting in a very confused proposition. Working collaboratively with ZSL and their brand partner, we interpreted 3 distinct new brands across 3 unique websites, ensuring their mission was front and centre. Now we're focusing on innovation and strategic planning to fully realise the new brand's mission.

Who do we work with?

Collaboration is really important to us. We work in genuine partnership with our clients and we're really proud of the results we've achieved together. Here are just a few of our active clients.

Charity & Fundraising

Commercial

Education / Higher Education, Housing

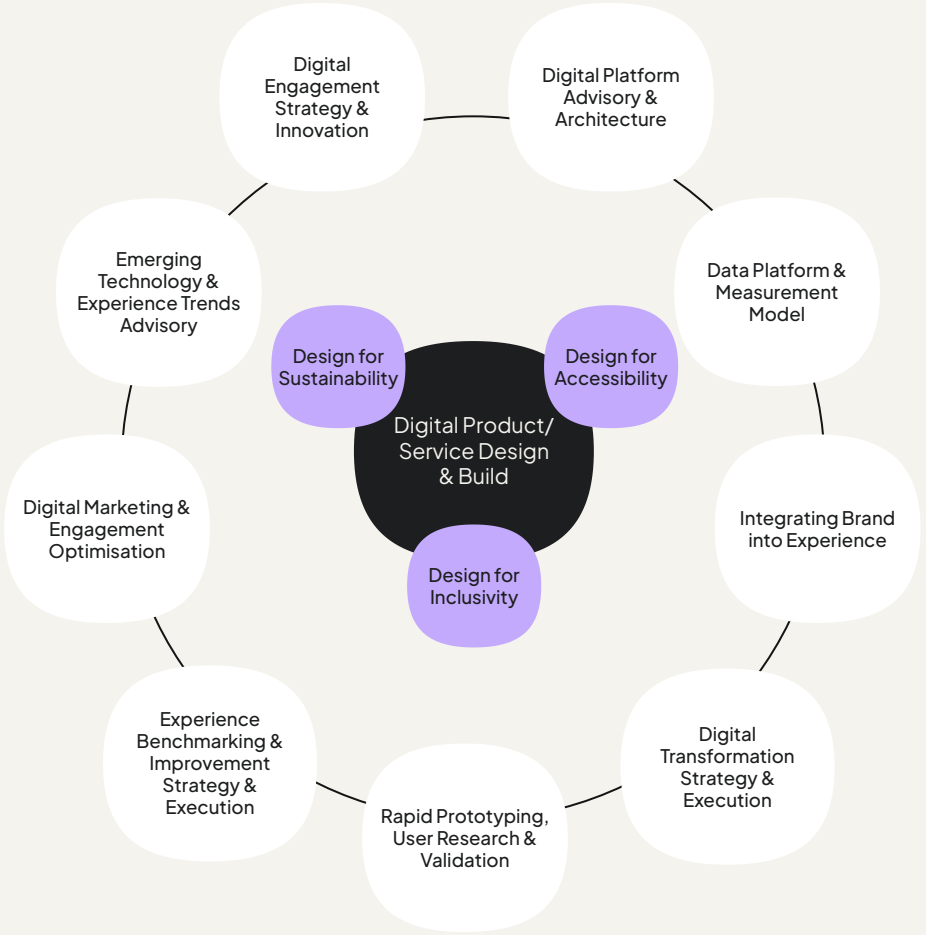
Public Sector & Healthcare

Membership, Culture & Visits

02

Cloud support services

Services at a glance...



03

Ways of working

Building relationships

This diagram, affectionately named "The Onion" for its many layers, illustrates anticipated stakeholder groupings and the types of activities we will aim to co-deliver with each group. This list is not exhaustive and we'll adapt as we progress.

Eyebrow (section title) Plus Jakarta Sans Medium 8 / 1.4

Agile ways of working

We apply agile principles in our work. These help us work flexibly to build user centred products that we can test and optimise.

For the majority of our digital projects, we use Scrum. It's an iterative way of working that focuses on creating and releasing a solution early and getting feedback, allowing us to collaboratively respond to change.

Together, we'll develop a culture of regular, open and transparent communication with agreed ways of working and governance. Before we start, we'll understand who needs to be involved, agree our approaches to communication, and identify opportunities to get our teams together.

Benefits of agile

- **Ability to adapt –** allows teams to agree the highest priority items for a project and to reprioritise if needed.
- **Ability to scale** – increased flexibility allows the team to be scaled as and when necessary.
- **Ability for teams to work together** – effective communication and a joint project backlog allows for multiple teams to collaborate.
- **Evolving product** – working iteratively ensures the product evolves in line with user feedback and needs.
- **Ease of handover and testing** – working as part of the team throughout ensures a smooth handover at the end of the project.

04

Our manifesto for change

Imagine if the digital industry did things differently...

We've always believed there is a better way to do digital.

Our mission is to create safe, ethical and valuable digital experiences that work for everyone and do no harm. And to craft them in an authentically inclusive workplace that fosters connection, support and growth.

Our manifesto acts as a compass and a challenge. Its heart lies in setting the highest standards – not just for ourselves, but for everyone who shares our space, clients, collaborators and competitors.

Welcome to our **manifesto for change**.

Our manifesto

Let’s be the change we want to see!

Our manifesto is here to be challenged and we invite that. It will need to adapt as the world around us continues to change and new opportunities and obstacles emerge.

We believe it sets us up to realise the full potential of digital products & services as a force for good – but we can’t do it alone. If you’re aligned with our mission, please join us on the journey.

Imagine if we did all of this together?

1. Everyone in, no one forgotten
2. No planet? No nothing
3. Meet challenges with curiosity
4. Hold space for joy, magic follows
5. Make pride a KPI
6. Tech (might) save us
7. Comfortable with the uncomfortable
8. Don’t just say it, do it
9. Pause, breathe and step away

We’re excited at the prospect of partnering with you on this journey.

We’re deeply motivated by our work with changemakers like yourselves, and this brief would provide a great opportunity for us to share our experiences and expertise with you and your team.

We welcome any questions you may have:
hello@manifesto.co.uk

thank you