

# [News story: SME wins first campaign through Campaign Solutions framework](#)

An SME has become the first agency to secure a major campaign through the Campaign Solutions framework.

23red has developed the Department of Communities and Local Government's mayoral elections campaign.

Voters go to the polls on 4 May to elect combined authority mayors for six of England's regions: Greater Manchester, Liverpool City Region, the West Midlands, the Tees Valley, Cambridgeshire and Peterborough, and the West of England.

To support this, 23red were tasked with developing the creative for a digital, social, radio and out-of-home campaign tailored to each area to raise awareness and increase engagement in the elections.

## **How the framework works**

Campaign Solutions is an innovative marketing and communications framework covering the services public bodies need for end-to-end campaigns.

It aims to shift public bodies from traditionally prescriptive campaign buying to a solutions-focussed approach, encouraging innovative approaches to campaigns.

The framework is complemented by [Communication Services](#), designed for tactical requirements, helping public bodies tap into the very best expertise and talent in the communications industry.

23red was one of 27 agencies who successfully secured places on the Campaign Solutions framework, with over half of them SMEs. The company also secured a place on Communication Services.

Government aims to spend £1 out of every £3 through SMEs by 2020.

## **Find out more**

To find out more about Campaign Solutions, [visit the CCS pipeline pages](#)