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Tender

TEN-2526-031(PA2023) Brand Fundamentals

1

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-000049

Procurement identifier (OCID): ocds-h6vhtk-05fec2

Published 2 January 2026, 1:34pm

Scope

Reference

TEN-2526-031(PA2023)

Description

We're looking for a partner to review and evolve our brand fundamentals to support a cohesive and effective brand expression internally and externally to all audiences. Our external audiences include members – people who are saving with Nest through work; employers, who select to use Nest on behalf of their staff and Third-Party Administrators (TPAs) like accountants and bookkeepers who support employers in setting up and / or running their workplace pensions.

Our objective from this work is to come away with a new design language that's made up of a suite of brand assets and guidance that demonstrates how we show up for our audiences in a warm, human and relatable way. As well as our visual assets, we would also like our partner to provide guidance on brand architecture and naming conventions.

Total value (estimated)

- £550,000 excluding VAT
- £660,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- Possible extension to 29 March 2030
- 3 years, 11 months, 29 days

Description of possible extension:

a one year extension at the discretion of Nest

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London
-

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Enquiry deadline

14 January 2026, 12:00pm

Submission type

Tenders

Tender submission deadline

2 February 2026, 12:00pm

Submission address and any special instructions

<https://nesttenders.bravosolution.co.uk>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 March 2026

Award criteria

Name	Description	Type	Weighting
Experience	three case studies (preferably in PowerPoint and no more than 4 slides each) that demonstrate your experience of developing a cohesive and effective brand expression that covers both internal and external audiences	Quality	40%

Name	Description	Type	Weighting
Approach	Please outline your approach to delivering the requirements. This should include a clear description of your methodology. We're really keen to understand how you would engage the core brand team working on this brief as well as the wider organisation as the outcome of this work will impact most of the business	Quality	30%
Team	Please provide biographies of the core team who will manage the contract and ensure delivery of the Nest requirements as they arise. as well as key people who would work on the core brand expression requirement.	Quality	15%
cost	proposed Fees	Cost	10%
Social Value	Please detail your understanding of social value and indicate whether you have a social value policy or programme in place. Please also give details of schemes currently in place within your organisation that positively impact the social, economic and environmental well-being of the areas in which you operate.	Quality	5%

Other information

Description of risks to contract performance

The outcome of some of the initial call off contracts may require more work to be undertaken than originally envisaged which could increase the estimated value of the framework

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

- Stage 1 assessment of tenders in accordance with the criteria in evaluation table.
- After this stage Nest will notify up to 5 suppliers who will progress to Stage 2.
- Stage 2 will be based on a scenario provided by Nest. Bidders will be required to present their proposed solution at a meeting with the Nest team which will be scored in accordance with the evaluation criteria. The Stage 2 scenario and corresponding evaluation criteria will be shared as part of the Stage 1 tender outcome correspondence.

Justification for not publishing a preliminary market engagement notice

some limited market engagement was carried out but as the project was pressing there was no notice published

Documents

Documents to be provided after the tender notice

The scenario for stage 2 will be published to the successful tenderers selected to progress to to Stage 2

Contracting authority

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- Public Procurement Organisation Number: PQGC-5667-VDDT

10 South Colonnade

London

E14 4PU

United Kingdom

Email: procurement@nestcorporation.org.uk

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - sub-central government