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Planning

## **Advertising, Media Buying & Creative Services**

Cabinet Office

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-000258

Procurement identifier (OCID): ocids-h6vhtk-03953d

Published 5 January 2023, 12:56pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cabinet Office

70 Whitehall

LONDON

SW1A2AS

#### **Contact**

Cheryl Hemsley

#### **Email**

[cheryl.hemsley@cabinetoffice.gov.uk](mailto:cheryl.hemsley@cabinetoffice.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/cabinet-office>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Other type

Central Government

**I.5) Main activity**

Other activity

Government Recruitment Services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Advertising, Media Buying & Creative Services

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

We may seek a contract which can provide advertising, media & creative design services for GRS to help drive attraction and optimise our centralised recruitment service.

The contract value is anticipated to be circa £14 million with a potential contract duration of 36 months (3 years) and is subject to change.

A broad reach is required, therefore the supplier is expected to have the ability to access more than 150+ different media options.

It's not possible to predict the volume of work that the Supplier can expect to receive. It is not uncommon for work flow to follow a trend of peaks and troughs, sometimes with rapid and significant changes in volume. However, we can say that historically the average number of campaigns commissioned per month has been 50-60 (circa 600 commissions in a 12 month period). It is not unusual for a number of large and complex campaigns to be commissioned at the same time, therefore the ability for a supplier to be adaptable and flexible is essential.

#### **II.1.5) Estimated total value**

Value excluding VAT: £14,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

##### **1. Introduction**

Please note, there is no commitment or guarantee that procurement activity will go ahead, this procurement is subject to internal approvals. This note is therefore intended for information purposes.

The purpose of this note is to alert potential suppliers of a possible opportunity that may be of interest.

Government Recruitment Service (GRS) falls within Government Business Services (GBS) which is hosted by Cabinet Office. GRS is delivering a centralised recruitment service across the core UK Civil Service and some wider public sector organisations.

We may seek a contract which can provide advertising, media & creative design services to help drive attraction and optimise our centralised recruitment service.

#### Scope of the requirement

The contract value is anticipated to be circa £14 million with a potential contract duration of 36 months (3 years) and is subject to change. We would be seeking a contract which can provide advertising, media & creative design services for GRS.

There are 4 main areas within scope which include but are not limited to:

Media planning, negotiating and buying

Offering attraction strategy advice

Media advertising such as print, digital, social

Offering market insight

A broad reach is required, therefore the supplier is expected to have the ability to access more than 150+ different media options.

GRS requirements may include, but are not limited to the following:

? Print press

? Recruitment guides and publications

? Television advertisements

? Radio advertisements

? Digital and social media

? Billboards and poster boards

? Promotional material - this includes brochures, flyers

? Landing pages

? Content creation for microsites and landing pages as part of an advertising and media campaign

? Job Boards

As well as:

- Providing tailored campaign planning and media buying advice (inc tailored market analysis) for all new commissions, incorporating digital, social, print and online media and other specialist channels, job boards, job aggregators, Search Engines, programmatic advertising and channels
- Providing expert advice on the most suitable forms/types of media to include
- Provide in-campaign performance reporting
- Provide bespoke copy production, copy-writing, copy editing and creative input, as required
- Working with media providers to ensure that advertising campaigns are successful and delivering value for money
- Developing creative content and branding

## 2. Volume

It's not possible to predict the volume of work that the Supplier can expect to receive. It is not uncommon for work flow to follow a trend of peaks and troughs, sometimes with rapid and significant changes in volume. However, we can say that historically the average number of campaigns commissioned per month has been 50-60 (circa 600 commissions in a 12 month period). It is not unusual for a number of large and complex campaigns to be commissioned at the same time, therefore the ability for a supplier to be adaptable and flexible is essential.

## 3. Potential Route to Market & how to register

Should the procurement go ahead, the potential route to market may be via the RM6124 Communications Marketplace, which is a Dynamic Purchasing System framework. Crown Commercial Services may coordinate the procurement on behalf of Government Recruitment Service.

What you need to do

If you are not already registered you will need to visit the following webpage to register as

a new supplier:

<https://supplierregistration.cabinetoffice.gov.uk/sr>

Register to increase your visibility to over 6,000 government buyers. Please allow 10-15 days for registration on the DPS platform.

#### 4. Indicative timeline

Dates are subject to change, therefore this timeline is for indicative purposes only

ITT launch; late Jan / early Feb 2023 (Inc. period open for clarification questions)

ITT close; end of Feb 2023 / early March 2023

Evaluation, standstill, internal approvals: April into May 2023

Contract award May 2023

#### **II.2.14) Additional information**

Potential suppliers will not be prejudiced by any response to this PIN and a response is not expected. This PIN does not formally signify the beginning of a procurement and does not constitute a commitment by the Government Recruitment Service to undertake any procurement exercise.

#### **II.3) Estimated date of publication of contract notice**

6 February 2023

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Communication - additional information can be obtained from the following email address:

[grs.contractmanagement@cabinetoffice.gov.uk](mailto:grs.contractmanagement@cabinetoffice.gov.uk)