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Planning

## **Media Planning, Buying & Associated Services 2023**

Scottish Government

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-000968

Procurement identifier (OCID): ocds-h6vhtk-0396ed

Published 12 January 2023, 1:48pm

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

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

Scottish Government

Victoria Quay, Leith

Edinburgh

EH6 6QQ

#### **Email**

[Colin.Anderson@gov.scot](mailto:Colin.Anderson@gov.scot)

#### **Telephone**

+44 1312445182

#### **Country**

United Kingdom

#### **NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.scotland.gov.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA10482](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Ministry or any other national or federal authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

Media Planning, Buying & Associated Services 2023

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

## Services

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

Provision of Media Planning, Buying and Associated Services to the Scottish Public Sector.

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

Value excluding VAT: £60,000,000

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

This contract is divided into lots: Yes

## **II.2) Description**

### **II.2.1) Title**

Media Planning, Buying and Associated Services (UK and Overseas)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

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

NUTS codes

- UKM - Scotland

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

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in Scotland, UK & Ireland and Overseas, in support of activities including, but not restricted to, social advertising, public information (including access to services) and revenue generating promotion.

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring requirements on behalf of Scottish Public Sector Bodies. The current framework agreement for Media Planning, Buying and Associated Services is due to expire on 31 August 2023. Work has commenced in developing the procurement strategy

options including canvassing of stakeholders views. In order to complete and finalise the strategy, SPPD recognises the value of suppliers having the opportunity to contribute to this process on a Non-competitive, non-judgemental basis.

This request for information is aimed at collating those views from market participants. This information may be utilised in developing the procurement strategy to help deliver contractual arrangements for Media Planning, Buying and Associated Service requirements.

This notice is issued for information only and does not constitute a call for competition.

Scottish Government and the Scottish Ministers shall have no liability for any costs, however incurred, by those attending any information days, attendance at meetings, or involvement in the proposed procurement process.

Suppliers and other interested parties should read and complete the following Request for Information Online Questionnaire using the link below.

Link: <https://response.questback.com/scottishgovernment/1ypx3cbalr>

The questionnaire will be available for all interested parties until midday 31 January 2023.

## **II.2) Description**

### **II.2.1) Title**

Media Planning, Buying and Associated Services (International)

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

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

NUTS codes

- UKM - Scotland

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

Media Planning, Buying and Associated Services (International) The International agreement will cover the provision of overseas media advertising, for adverts/creative

content purchased and placed “in country”. International campaigns may require multiple regional market implementation by regional offices in North America, Europe, Middle East, Australia and Asia, and any such other territories as identified by the Framework Public Body.

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring requirements on behalf of Scottish Public Sector Bodies. The current framework agreement for Media Planning, Buying and Associated Services is due to expire on 31 August 2023. Work has commenced in developing the procurement strategy options including canvassing of stakeholders views. In order to complete and finalise the strategy, SPPD recognises the value of suppliers having the opportunity to contribute to this process on a Non-competitive, non-judgemental basis.

This request for information is aimed at collating those views from market participants. This information may be utilised in developing the procurement strategy to help deliver contractual arrangements for Media Planning, Buying and Associated Service requirements.

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

18 April 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**

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=716358](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=716358).

(SC Ref:716358)