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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

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

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

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

II.3) Estimated date of publication of contract notice

18 April 2023

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

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.

(SC Ref:716358)