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Awarded contract

Media Buying and Planning , affiliates and aggregators management

Post Office Ltd

F03: Contract award notice

Notice reference: 2022/S 000-001272

Published: 15 January 2022, 5:34pm

Section I: Contracting authority

I.1) Name and addresses

Post Office Ltd

London

EC2Y 9AQ

Email

rhona.mclaren@postoffice.co.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.postoffice.co.uk>

Buyer's address

<https://www.postoffice.co.uk>

I.4) Type of the contracting authority

Other type

Post Office

I.5) Main activity

Other activity

Postal services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying and Planning , affiliates and aggregators management

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Media Planning and Buying services to help the Post Office identify and select the best media channels in which to place its marketing activity for brand/propositions, products and services and manage and deliver the media buying aspect of those channels and the

provision of any relevant tools (including reporting tools). This includes attribution modelling including econometric modelling

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £115,000,000

II.2) Description

II.2.1) Title

Media Planning, buying and Attribution

Lot No

1

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK wide

II.2.4) Description of the procurement

media planning and buying services to help the Post Office identify and select the best media channels in which to place its marketing activity for brand/propositions, products and

services and manage and deliver the media buying aspect of those channels and the provision of any relevant tools (including reporting tools). The channels currently include AV (audio visual such as TV), radio, OOH (Out of Home), print, digital, social, PPC and influencer and media partnership, and marketing effectiveness and requires attribution modelling including econometrics to accurately measure the impact of marketing activity on key performance metrics.

II.2.5) Award criteria

Quality criterion - Name: Planning / Weighting: 16.8

Quality criterion - Name: evaluation / Weighting: 28

Quality criterion - Name: execution / Weighting: 16.9

Quality criterion - Name: general / Weighting: 8.4

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

2 year contract with 3 x 1 year potential extensions tim

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 093-223312](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

c101398

Lot No

1

Title

Media Planning, buying and attribution services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 August 2021

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

DENTSU LONDON LIMITED

10 Triton Street, London, NW1 3BF

london

NW1 3BF

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £65,000,000

Total value of the contract/lot: £65,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

UK high Court

London

Country

United Kingdom