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Contract

## **Media Planning and Buying Services including Attribution Modelling; and Management of Affiliates and Aggregators.**

Post Office Ltd

F03: Contract award notice

Notice identifier: 2022/S 000-001273

Procurement identifier (OCID): ocds-h6vhtk-030b92

Published 15 January 2022, 5:38pm

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

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

Post Office Ltd

Finsbury Dials, 20 Finsbury Street

London

EC2Y 9AQ

#### **Email**

[rhona.mclaren@postoffice.co.uk](mailto:rhona.mclaren@postoffice.co.uk)

#### **Telephone**

+44 7766616918

#### **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

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**Section II: Object**

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

**II.1.1) Title**

Media Planning and Buying Services including Attribution Modelling; and Management of Affiliates and Aggregators.

Reference number

2020/S 093-223312

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

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

Management of Affiliates (publishers who promote Post Office products who are recruited through direct relationships and the contracted Affiliate Network) and Aggregators (Price Comparison Websites) to enhance relationships, identify new relationships, grow performance, deliver reporting and process payments.

#### **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**

Management of Affiliates and Aggregators

Lot No

lot 2

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

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

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

London and United Kingdom

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

Management of Affiliates (publishers who promote Post Office products who are recruited through direct relationships and the contracted Affiliate Network) and Aggregators (Price Comparison Websites). This includes growing performance by enhancing relationships and identifying new relationships, deliver reporting and processing payments

#### **II.2.5) Award criteria**

Quality criterion - Name: Planning / Weighting: 19.6

Quality criterion - Name: Evaluation / Weighting: 19.6

Quality criterion - Name: Execution / Weighting: 19.6

Quality criterion - Name: general / Weighting: 11.2

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

2 year contract with potential of 3 one year extensions

#### **II.2.13) Information about European Union Funds**

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

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## **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: Yes

### **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

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## **Section V. Award of contract**

### **Contract No**

C101379

### **Lot No**

2

### **Title**

Management of Affiliates and Aggregators

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: 5

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

**V.2.3) Name and address of the contractor**

Awin Ltd

at 5th Floor, 2 Thomas More Square, London, E1W 1YN

London

E1W 1YN

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: £50,000,000

Total value of the contract/lot: £50,000,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

UK High Court

London

Country

United Kingdom