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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): ocids-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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

UK High Court

London

Country

United Kingdom