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Contract

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

Menter a Busnes

F03: Contract award notice

Notice identifier: 2023/S 000-001545

Procurement identifier (OCID): ocds-h6vhtk-038616

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Section I: Contracting authority

I.1) Name and addresses

Menter a Busnes

Y Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY23 3AH

Email

gwenith.elias@menterabusnes.co.uk

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://menterabusnes.cymru/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0860

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Other type

Economic Development Company

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ten brands from “hero” categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 32417000 - Multimedia networks
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Description of the goods or services required:

Ten brands from “hero” categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable

omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

Objectives:

-Raising consumer awareness for individual Welsh food and drink brands across Wales and GB to be measured pre and post campaign

-Gaining the most campaign impact for budget by effectively targeting target audiences based on their attitudes

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

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

Open procedure

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: [2022/S 000-032629](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 January 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Ubiquity

S4C, Parc Ty Glas, , Llanishen

Cardiff

CF145DU

Telephone

+44 2922409695

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £200,000

Section VI. Complementary information

VI.3) Additional information

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

Description of the goods or services required:

Ten brands from “hero” categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

Objectives:

- Raising consumer awareness for individual Welsh food and drink brands across Wales and GB to be measured pre and post campaign
- Gaining the most campaign impact for budget by effectively targeting target audiences based on their attitudes

The Campaign:

- The campaign will run across multiple communication channels including (but not limited to) Out of home advertising, TV, VOD and Digital
- Each brand’s advertising will require a different omnichannel marketing strategy dependent on their individual objectives and target audiences
- Target audiences will vary for each brand and will be based on demographic and attitudinal insight
- Looking for an innovative approach to targeting audiences that will maximise campaign impact within budget

Other Requirements:

- Detailed and measurable campaign report outputs. These will be crucial to measure the success of the campaign and document learnings. This should include breakdown of

impressions and the most cost-effective impressions as well as the most valuable targeted impressions

Total quantity or scope of tender:

Time frame: over 4 months from February-May 2023.

The selected agency will be expected to deliver a strategic media schedule which works to the KPIs and within a indicative budget of GBP 200,000

3 Conditions for Participation

Minimum standards and qualification required:

- Proven experience in working with Welsh food and drink brands
- Expertise in digital targeting across a wide range of communication channels
- Experienced in using innovative consumer targeting platforms
- Proven reliability in delivering successful campaigns
- Proven experience in delivering campaigns that are highly cost-effective and impactful

5 Other Information

Additional Information:

Please indicate rationale for spend attribution based on the key objectives outlined. This should include some suggested activities within each communication channel you propose. An example of one target audience has been included as an additional document - please provide some examples of the strategy you would use to best target this audience. This proposal will be for demonstrative purpose only, upon award of contract a full brief will be provided so that a final media schedule can be drawn up.

Information required: Outline proposal and rationale, experience in project delivery, proposed team, quote. Max word count: 5 pages of A4 (size 12 font) or 10 PowerPoint slides. This application should include team credentials.

Submissions must reflect the competencies listed in Section 3, and proposals will be assessed against each. Following the Sell2Wales tender process, applicants who meet the competencies in Section 3 may be required to attend an in person meeting.

(WA Ref:128240)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom