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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): ocids-h6vhtk-038616

Published 18 January 2023, 12:56pm

### **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](mailto: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](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

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## **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

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## **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](#)

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## **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

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## **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