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Tender

## **MEDIA PLANNING & BUYING FOR WELSH FOOD TOURISM CAMPAIGN**

Menter a Busnes

F02: Contract notice

Notice identifier: 2023/S 000-002193

Procurement identifier (OCID): ocids-h6vhtk-039a42

Published 24 January 2023, 4:00pm

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

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

Menter a Busnes

Y Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY23 3AH

#### **Email**

[ilan.jones2@menterabusnes.co.uk](mailto:ilan.jones2@menterabusnes.co.uk)

#### **Telephone**

+44 1970636565

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://menterabusnes.cymru/home/>

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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.sell2wales.gov.wales/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.sell2wales.gov.wales/>

**I.4) Type of the contracting authority**

Other type

Not for profit organisation

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

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

#### **II.1.1) Title**

MEDIA PLANNING & BUYING FOR WELSH FOOD TOURISM CAMPAIGN

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

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

A mix of 12 Welsh hospitality, food/drink brands and tourism venues are working collaboratively to highlight the authentic and unique food & drink on offer and available in Wales. The purpose of the campaign is to encourage visitors to make Welsh food and drink part of their visitor experience.

The campaign should target Welsh consumers who will visit other parts of Wales as well as GB Consumers who have an affinity to Wales, from Easter and in the lead up to Whitsun 2023.

The chosen supplier will be able to demonstrate use of highly targeted and measurable media planning technology and capabilities that will identify key audiences in Wales and GB based on their attitudinal behaviours.

#### **II.1.5) Estimated total value**

Value excluding VAT: £160,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services

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

NUTS codes

- UKL - Wales

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

A mix of 12 Welsh hospitality, food/drink brands and tourism venues are working collaboratively to highlight the authentic and unique food & drink on offer and available in Wales. The purpose of the campaign is to encourage visitors to make Welsh food and drink part of their visitor experience.

The campaign should target Welsh consumers who will visit other parts of Wales as well as GB Consumers who have an affinity to Wales, from Easter and in the lead up to Whitsun 2023.

The chosen supplier will be able to demonstrate use of highly targeted and measurable media planning technology and capabilities that will identify key audiences in Wales and GB based on their attitudinal behaviours.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

### **II.2.6) Estimated value**

Value excluding VAT: £160,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

3

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**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 III. Legal, economic, financial and technical information**

**III.1) Conditions for participation**

**III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

**III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

**III.2) Conditions related to the contract**

**III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

6 March 2023

Local time

1:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

6 March 2023

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

## **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

## **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=128403](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=128403).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(WA Ref:128403)

The buyer considers that this contract is suitable for consortia.

## **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