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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

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

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

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

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

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

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.

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.

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