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Planning

Marketing Services (2026-2030)

Scottish Government

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-002358

Procurement identifier (OCID): ocids-h6vhtk-04d5b1

Published 23 January 2025, 12:18pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

Victoria Quay, 3A South

Edinburgh

EH6 6QQ

Email

Colin.Anderson@gov.scot

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.scotland.gov.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services (2026-2030)

Reference number

SP-25-01

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring requirements on behalf of Scottish Public Sector Bodies. The current framework agreement for Marketing Services is due to expire on 31 August 2026. Work has commenced in developing the procurement strategy options including canvassing of stakeholders views. In order to complete and finalise the strategy, SPPD recognises the value of suppliers having the opportunity to contribute to this process on a non-competitive, non-judgemental basis.

This request for information is aimed at collating those views from market participants. Framework participants will be expected to provide a range of Fair Work First measures. This information may be utilised in developing the procurement strategy to help deliver contractual arrangements for Marketing Services requirements.

No information provided under this request will be used to make judgements regarding supplier performance, capacity or capability under any future procurement process.

This notice is issued for information only and does not constitute a call for competition.

Scottish Government and the Scottish Ministers shall have no liability for any costs, however incurred, by those attending any information days, attendance at meetings, or involvement in the proposed procurement process.

Suppliers and other interested parties should read and complete the following Request for Information Online Questionnaire using the link below.

Link: <https://forms.office.com/e/juTAqe8482?origin=IprLink>

The questionnaire will be available for all interested parties until COP 20 February 2025.

II.1.5) Estimated total value

Value excluding VAT: £30,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Digital Marketing

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the Provision of Digital Marketing Services. Digital Marketing Services include the technical and creative development of digital materials to deliver targeted messaging and engagement with identified audiences

in pursuit of Framework Public Body's objectives and where relevant, to support behaviour change. This can consist of the development, creation and delivery of digital marketing activity, records and databases as well as the creation, collation, and maintenance of digital content across all platforms and responsibility for functionality, usability and analysis of content.

II.2) Description

II.2.1) Title

Public Relations

Lot No

4

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the Provision of Public Relations Services. The Supplier shall provide services covering the planning, creative approach, project delivery and evaluation of Public Relations activity as required by individual Framework Public Bodies.

II.2) Description

II.2.1) Title

Market Research

Lot No

5

II.2.2) Additional CPV code(s)

- 73110000 - Research services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the provision of Market Research Services. Market Research Services require research specialists to advise and implement a range of market and customer research activities covering many aspects of communications work. This will include the development, creation and delivery of effective and measurable marketing communications programmes as well as elements of wider activities, either individually or a combination of strategic planning, field marketing, direct marketing and partnership marketing.

II.2) Description

II.2.1) Title

Events and Video Production

Lot No

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the provision of Events and Video Production Services. Events and Video Production Services cover event management,

Exhibition Management, technical audio visual services and video production & post production services required by Framework Public Bodies.

II.2) Description

II.2.1) Title

Creative Services above 50,000 GBP

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the Provision of Creative Services where the value of the requirement exceeds 50,000 GBP. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements

of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant

marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications.

II.2) Description

II.2.1) Title

Creative Services below 50,000 GBP

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Scottish Ministers wish to award a Framework Agreement for the Provision of Creative Services where the value is below 50,000 GBP. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications.

II.3) Estimated date of publication of contract notice

15 May 2025

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

If you're an SME or 3rd sector organisation interested in working with the public sector, the Supplier Development Programme can help. Attached is a link to the Supplier Development Programme:

https://www.sdpscotland.co.uk/?utm_source=pcs&utm_medium=frontpage&utm_content=march16&utm_campaign=SDP03

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

[https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=788358.](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=788358)

(SC Ref:788358)