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Contract

## **Media Buying 2023 - 2025**

Driver and Vehicle Standards Agency (DVSA)

F03: Contract award notice

Notice identifier: 2023/S 000-002477

Procurement identifier (OCID): ocds-h6vhtk-039b00

Published 26 January 2023, 4:09pm

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

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

Driver and Vehicle Standards Agency (DVSA)

Bristol

#### **Email**

[commercialenquiries@dvsa.gov.uk](mailto:commercialenquiries@dvsa.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

[www.gov.uk/dvsa](http://www.gov.uk/dvsa)

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

Body governed by public law

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Media Buying 2023 - 2025

Reference number

K280021687

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

- 79341200 - Advertising management services

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

Services

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

This contract is to provide media services for various campaigns.

#### **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: £765,000

### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

This was conducted as a call off from the Media Buying (RM6123) CCS Framework. Lot 1: Strategic Media Activation (Media Buying) a sole supplier framework managed by the CCS for government departments to procure media channels from a single supplier, currently let to the Manning Gottlieb OMD, who have set up a government media team to buy across all traditional and digital channels. This contract will be used by DVSA for multiple campaigns.

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

Price

#### **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

Award of a contract without prior publication of a call for competition in the cases listed below

- No tenders or no suitable tenders/requests to participate in response to restricted procedure
- The services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

This was conducted as a call off from the Media Buying (RM6123) CCS Framework. Lot 1: Strategic Media Activation (Media Buying) a sole supplier framework managed by the CCS for government departments to procure media channels from a single supplier, currently let to the Manning Gottlieb OMD, who have set up a government media team to buy across all traditional and digital channels. Due to the nature of the service required and in line with principles set in PPN01/20 where direct award is permissible due absence of competition and protection of exclusive rights under Regulation 32 (2) of the PCR which allows for sole supplier sourcing through use of a negotiated procedure without prior publication to be used and this request also falls within Regulation 32 (5) delivery of services by an existing supplier to where competition is absent due to technical reasons.

The framework was retendered and Manning Gottlieb OMD retained the business, they are the only supplier on the Lot 1. The market is uncontested on media buying and it is a reasonable solution decision to proceed with Manning Gottlieb OMD based on conditions that there is no reasonable alternative in the market.

In the case of this procurement competition is absent and only one supplier can provide the expertise to provide an integrated, end-to-end service for media buying on our existing marketing campaigns with no further competition needed or has capacity to complete on the scale required.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

### **Contract No**

K280021687

### **Title**

Media Buying 2023 - 2025

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

24 January 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

#### **V.2.3) Name and address of the contractor**

Manning Gottlieb OMD Group Limited

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £765,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Driver and Vehicle Standards Agency (DVSA)

Bristol

Country

United Kingdom