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Contract

## **Channel Strategy and Planning**

Ministry of Justice

F03: Contract award notice

Notice identifier: 2022/S 000-002755

Procurement identifier (OCID): ocds-h6vhtk-03115d

Published 31 January 2022, 10:45pm

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

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

Ministry of Justice

102 Petty France

London

SW1H 9AJ

#### **Email**

[MoJProcurementPersonnel@Justice.gov.uk](mailto:MoJProcurementPersonnel@Justice.gov.uk)

#### **Telephone**

+44 02033343555

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://ministryofjusticecommercial.bravosolution.co.uk>

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

Ministry or any other national or federal authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

Channel Strategy and Planning

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The scope of services within this Call-Off contract include the following:

- The Agency may translate communications strategy into, and producing, actionable, effective, cost efficient and measurable communications channel plans across all relevant channels, including online, offline, owned and earned, as well as paid-for. This may include, but is not limited to:
  - providing detailed media recommendations
  - building audience models using Client and industry data

- using data and analytics to justify investment decisions
- developing channel recommendations in light of both audience data and creative content fit with channel
- briefing our media buying partner to the standard Government Communication Service format
- enabling MOJ to sponsor and promote content beyond traditional bought media across a number of channels such as TV, radio, press, events (e.g. arts, sports, awards) and digital platforms

#### **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: £50,000

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

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

NUTS codes

- UK - United Kingdom

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

The scope of services within this Call-Off contract include the following:

- The Agency may translate communications strategy into, and producing, actionable, effective, cost efficient and measurable communications channel plans across all relevant channels, including online, offline, owned and earned, as well as paid-for. This may include, but is not limited to:
  - providing detailed media recommendations
  - building audience models using Client and industry data
  - using data and analytics to justify investment decisions
  - developing channel recommendations in light of both audience data and creative content fit with channel

- briefing our media buying partner to the standard Government Communication Service format
- enabling MOJ to sponsor and promote content beyond traditional bought media across a number of channels such as TV, radio, press, events (e.g. arts, sports, awards) and digital platforms

#### **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

- The procurement falls outside the scope of application of the regulations

Explanation:

A short term contract was required urgently for business continuity.

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

The procurement is covered by the Government Procurement Agreement: No

## **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**

5 January 2022

#### **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, A division of the OMD Group Limited

London

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: £50,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

London

Country

United Kingdom