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Tender

## **Campaign Solutions 2**

The Minister for the Cabinet Office acting through Crown Commercial Service

F02: Contract notice

Notice identifier: 2021/S 000-003747

Procurement identifier (OCID): ocds-h6vhtk-02960b

Published 24 February 2021, 10:56pm

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

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

The Minister for the Cabinet Office acting through Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

#### **Email**

[supplier@crowncommercial.gov.uk](mailto:supplier@crowncommercial.gov.uk)

#### **Telephone**

+44 3150103503

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

**Internet address(es)**

Main address

<https://www.gov.uk/ccs>

**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://crowncommercialservice.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Public Procurement

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## **Section II: Object**

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

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

Campaign Solutions 2

Reference number

RM6125

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

- 79340000 - Advertising and marketing services

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

Services

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

Crown Commercial Service (CCS) as the Authority intends to put in place a Pan Government Collaborative Agreement for the provision of creative, marketing and events services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education, Charities and Devolved Administrations. It is intended that this commercial agreement will be the recommended vehicle for all creative and marketing services required by UK Central Government Departments.

The aim of the Campaign Solutions 2 agreement is to provide Public Sector customers with access to an innovative, quality and value for money approach to buying end to end creative campaign and marketing services, media strategy and planning services and events services.

The framework agreement will consist of 5 Lots and will be for a duration of 4 years (2+1+1)

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

Value excluding VAT: £490,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 5

## **II.2) Description**

### **II.2.1) Title**

End to End Campaign Solutions

Lot No

1

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

- 22462000 - Advertising material
- 71620000 - Analysis services
- 72221000 - Business analysis consultancy services
- 72224000 - Project management consultancy services
- 72322000 - Data management services
- 72330000 - Content or data standardization and classification services
- 72412000 - Electronic mail service provider
- 72413000 - World wide web (www) site design services
- 72416000 - Application service providers
- 72420000 - Internet development services
- 72421000 - Internet or intranet client application development services
- 72422000 - Internet or intranet server application development services
- 72590000 - Computer-related professional services
- 73000000 - Research and development services and related consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79311000 - Survey services
- 79340000 - Advertising and marketing services

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79413000 - Marketing management consultancy services
- 79415000 - Production management consultancy services
- 79415200 - Design consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79430000 - Crisis management services
- 79512000 - Call centre
- 79530000 - Translation services
- 79821100 - Proofreading services
- 79822300 - Typesetting services
- 79822500 - Graphic design services
- 79933000 - Design support services
- 79961000 - Photographic services
- 79962000 - Photograph processing services
- 92100000 - Motion picture and video services
- 92200000 - Radio and television services
- 92312211 - Writing agency services

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

NUTS codes

- UK - UNITED KINGDOM

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

Within this Lot, the Agency(s) shall deliver end to end campaign solutions and management to meet the client's specification. This includes but is not limited to:

- Communications Strategy Development and Consultancy Services
- Concept Development
- Data strategy and management
- Creative & Design
- Campaign Delivery
- Public Relations
- Direct Marketing
- Digital Marketing and Social Media
- Content Creation, Versioning and Distribution.

Agency(s) can through this Lot, provide additional below services. These services are not mandatory for this Lot and Agency(s) will not be excluded from this Lot if they cannot provide these services:

- Partnerships
- Events and Experiential

Agency(s) in this Lot must also have an ability to consider all elements of the communications mix - paid, owned and earned (POEMs).

Agencies are required to provide all the mandatory requirements that specifically relate to lot 1, as detailed in Framework Schedule 1 (Specification).

The framework term is 2+1+1. An initial period of 24 months, with the option to extend for a further two, 12 month periods at the discretion of CCS.

A framework contract will be awarded to twelve agencies for this Lot.

The maximum number of agencies may increase where 2 or more agencies have tied scores in last position

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

**II.2.6) Estimated value**

Value excluding VAT: £250,000,000

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

Duration in months

48

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

**II.2.14) Additional information**

We will not accept more than 5 bids from Potential Agencies (bidding as a single organisation or as part of a consortium) from the same group of Holding Companies.

If more than 2 bids submitted from your Holding Company Group of companies are successful we will offer Framework Contracts to the 2 highest ranked Potential Agencies only.

## **II.2) Description**

### **II.2.1) Title**

Media Strategy and Planning

Lot No

2

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

- 72212500 - Communication and multimedia software development services
- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UK - UNITED KINGDOM

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

There are two core overarching service types within this Lot and an Agency can be appointed to provide either of the following:

1. Media Planning - Meeting the media planning requirements of a specific department and developing a media strategy which fits within a joined up communications strategy
2. Strategic Media Planning - Meeting the media planning requirements related to an overarching strategy or theme that spans across multiple departments and/or multiple campaigns.

Agencies are required to provide all the mandatory requirements that specifically relate to Lot 2, as detailed in Framework Schedule 1 (Specification)



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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Value excluding VAT: £15,000,000

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

Duration in months

48

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

### **II.2.14) Additional information**

The framework term is 2+1+1. An initial period of 24 months, with the option to extend for a further two, 12 month periods at the discretion of CCS.

A framework contract will be awarded to six agencies for this lot. The maximum number of agencies may increase where 2 or more agencies have tied scores in last position. The specifications are set out in Framework Schedule 1 (Specification).

## **II.2) Description**

### **II.2.1) Title**

## Content Versioning and Distribution

Lot No

3

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

- 22312000 - Pictures
- 22315000 - Photographs
- 22462000 - Advertising material
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 32353000 - Sound recordings
- 73000000 - Research and development services and related consultancy services
- 79120000 - Patent and copyright consultancy services
- 79121000 - Copyright consultancy services
- 79342200 - Promotional services
- 79415000 - Production management consultancy services
- 79530000 - Translation services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 92112000 - Services in connection with motion-picture and video-tape production
- 92200000 - Radio and television services
- 92211000 - Radio production services
- 92221000 - Television production services

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

NUTS codes

- UK - UNITED KINGDOM

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

The intention of this Lot is to allow Clients to put in place a direct relationship with an Agency who will manage their creative fulfilment requirements and if required, access to a Digital Asset Management Storage system.

Requirements will include but are not limited to translation, transcreation, versioning services, all layout & distribution of assets to media, as well as delivering at pace lower value adding creative tasks and content e.g. social content development and deployment, executing creative optimisation etc.

This does not include the core services that will be delivered by the end to end campaign solutions Agency(s):

- Communications Strategy Development and Consultancy Services
- Concept Development

The agency will need to have the ability to provide a Digital Asset Management (DAM) platform that enables access to all clients and their agency partners. This platform must be fully compliant with UK GDPR and all other relevant data protection legislation and best practises.

The agency is required to provide all the mandatory requirements that specifically relate to lot 3, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Value excluding VAT: £30,000,000

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

Duration in months

48

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

### **II.2.14) Additional information**

The framework term is 2+1+1, for 24 months, with the option to extend for a further two, 12-month periods at the discretion of CCS.

A framework contract will be awarded to a single Agency.

## **II.2) Description**

### **II.2.1) Title**

Stock imagery, footage and sound

Lot No

4

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

- 22312000 - Pictures
- 22315000 - Photographs
- 22462000 - Advertising material
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 32330000 - Apparatus for sound, video-recording and reproduction
- 32353000 - Sound recordings

- 42962000 - Printing and graphics equipment
- 48328000 - Image-processing software package
- 72212328 - Image-processing software development services
- 72212521 - Music or sound editing software development services
- 79342200 - Promotional services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92112000 - Services in connection with motion-picture and video-tape production
- 92200000 - Radio and television services
- 92211000 - Radio production services
- 92221000 - Television production services

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

NUTS codes

- UK - UNITED KINGDOM

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

The Agency within this Lot must have the ability to source and/or provide stock imagery, footage and sound for Clients accessing this agreement. This includes managing the rights associated with any materials supplied to the Client.

The Agency will be required to interact with a wide range of stakeholders across the public sector.

Where one provider is unable to provide all services, CCS will accept consortium proposals. Under this agreement, there is a requirement for a lead Agency for contractual purposes. There should not be a premium attached to any proposal involving more than one party and full transparency regarding the cost of account management of the services is required.

The Agency is required to provide all the mandatory requirements that specifically relate to Lot 4, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

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

Value excluding VAT: £10,000,000

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

Duration in months

48

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

### **II.2.14) Additional information**

The framework term is 2+1+1, for 24 months, with the option to extend for a further two, 12-month periods at the discretion of CCS.

A framework contract will be awarded to a single Agency.

## **II.2) Description**

### **II.2.1) Title**

## Events

Lot No

5

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

- 22462000 - Advertising material
- 30213100 - Portable computers
- 30213200 - Tablet computer
- 32320000 - Television and audio-visual equipment
- 32321200 - Audio-visual equipment
- 32321300 - Audio-visual materials
- 39154000 - Exhibition equipment
- 55520000 - Catering services
- 64212300 - Multimedia Message Service (MMS) services
- 79100000 - Legal services
- 79342300 - Customer services
- 79412000 - Financial management consultancy services
- 79530000 - Translation services
- 79822500 - Graphic design services
- 79950000 - Exhibition, fair and congress organisation services
- 79951000 - Seminar organisation services
- 79952000 - Event services
- 79952100 - Cultural event organisation services
- 79956000 - Fair and exhibition organisation services
- 92621000 - Sports-event promotion services
- 92622000 - Sports-event organisation services

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

NUTS codes

- UK - UNITED KINGDOM

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

This Lot is for specialist events agencies who are capable of delivering high profile, complex, high value and / or strategically important domestic, international and global events in the UK and / or overseas via all formats.

Agencies will deliver the end to end strategy, development, production, management, delivery and evaluation of events. This may include but is not limited to global summits, major conferences, international trade shows and exhibitions, state visits, ceremonies, experiential and associated engagement activity.

Agencies are required to provide all the mandatory requirements that specifically relate to Lot 5, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Value excluding VAT: £185,000,000

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

Duration in months

48

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

### **II.2.14) Additional information**

The framework term is 2+1+1, for 24 months, with the option to extend for a further two 12-month periods at the discretion of CCS.

A framework contract will be awarded to six Agencies for this lot.

The maximum number of agencies may increase where 2 or more agencies have tied scores in last position.

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

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the directive) on the basis of information provided in response to an invitation to tender (ITT) registering for access.

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 245-609029](#)

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

Date

21 April 2021

Local time

3:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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

Date

21 April 2021

Local time

3:01pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

As part of this contract notice the following documents can be accessed at:

<https://www.contractsfinder.service.gov.uk/Notice/3f5b4008-5b7a-46f1-8989-bb715487ccd>

1) Contract notice transparency information for the agreement;

2) Contract notice authorised customer list;

3) Rights reserved for CCS framework.

On 2.4.2014 Government introduced its Government Security Classifications (GSC) scheme which replaced Government Protective Marking Scheme (GPMS). A key aspect is the reduction in the number of security classifications used. All bidders should make themselves aware of the changes as it may impact this requirement. This link provides information on the GSC at:

<https://www.gov.uk/government/publications/government-security-classifications>

Cyber Essentials is a mandatory requirement for Central Government contracts which involve handling personal information or provide certain ICT products/services. Government is taking steps to reduce the levels of cyber security risk in its supply chain

through the Cyber Essentials scheme. The scheme defines a set of controls which, when implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet. To participate in this procurement, bidders must be able to demonstrate they comply with the technical requirements prescribed by Cyber Essentials, for services under and in connection with this procurement.

Some purchases under this framework Agreement may have requirements that can be met under this Framework Agreement but the purchase of which may be exempt from the Procurement Regulations (as defined in Attachment 1 – About the framework within the invitation to tender documentation). In such cases, Call-offs from this Framework will be unregulated purchases for the purposes of the Procurement Regulations, and the buyers may, at their discretion, modify the terms of the Framework and any Call-off Contracts to reflect that buyer's specific needs.

#### PLEASE NOTE:

All certificates issued prior to 1 April 2020 or before 30 June 2020 on the existing scheme are valid until 30 June 2021. This includes those issued by Accreditation Bodies other than IASME.

On 30 June 2021, any certificate issued under the old scheme will expire.

Refer to <https://www.ncsc.gov.uk/information/cyber-essentials-faqs> for more information.

Registering for access:

This procurement will be managed electronically via the eSourcing suite. This will be the route for sharing all information and communicating with bidders. If you have recently registered on the eSourcing suite for another CCS procurement you can use the same account for this new procurement. If not, you will first need to register your organisation on the portal.

Use the following link for information on how register and use the eSourcing tool:  
<https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers>

For assistance please contact the eSourcing Help desk operated by email at [eEnablement@crowncommercial.gov.uk](mailto:eEnablement@crowncommercial.gov.uk) or call 0345 410 2222.

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

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

Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

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[supplier@crowcommercial.gov.uk](mailto:supplier@crowcommercial.gov.uk)

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+44 3450103503

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