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Contract

Tender for the Provision of Media Buying & Paid Social Media Services

S4C

F03: Contract award notice

Notice identifier: 2024/S 000-003956

Procurement identifier (OCID): ocds-h6vhtk-040bbd

Published 6 February 2024, 4:56pm

Section I: Contracting authority

I.1) Name and addresses

S4C

Canolfan S4C yr Egin, Heol y Coleg

Caerfyrddin

SA31 3EQ

Email

manon.edwards-ahir@s4c.cymru

Telephone

+44 3305880402

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://s4c.cymru>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0674

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Other type

A statutory corporation

I.5) Main activity

Other activity

Media and broadcasting services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tender for the Provision of Media Buying & Paid Social Media Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

S4C is seeking through this tender process to enter into one or more contract(s) for the supply of the following services. Tenders are invited for individual lots (contracts) or for a combination of lots (packages) as set out below.

Lot 1: Advising, planning, booking and reviewing media campaigns to promote S4C content and services

Lot 2: Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Advising, planning, booking and reviewing media campaigns to promote S4C content and services

Lot No

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Advising, planning, booking and reviewing media campaigns to promote S4C content and services as described in more detail in the Invitation to Tender.

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

II.2) Description

II.2.1) Title

Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services as described in more details in the Invitation to Tender.

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

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-030236](#)

Section V. Award of contract

Contract No

N/a

Lot No

2

Title

Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

Lot No

1

Title

Advising, planning, booking and reviewing media campaigns to promote S4C content and services

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.3) Additional information

See Invitation to Tender Document for all relevant information

(WA Ref:138749)

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