This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/003956-2024">https://www.find-tender.service.gov.uk/Notice/003956-2024</a>

#### 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

1

#### 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: <u>2023/S 000-030236</u>

## 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