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Tender

Media Planning and Buying

NORTHUMBRIAN WATER GROUP LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-003969

Procurement identifier (OCID): ocds-h6vhtk-03161c

Published 11 February 2022, 10:25am

Section I: Contracting entity

I.1) Name and addresses

NORTHUMBRIAN WATER GROUP LIMITED

Northumbria House, Abbey Road, Pity Me

DURHAM

DH15FJ

Contact

Laura McMain

Email

laura.mcmain@nwl.co.uk

Telephone

+44 7805786518

Country

United Kingdom

NUTS code

UKC14 - Durham CC

Internet address(es)

Main address

<https://www.nwl.co.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://s1.ariba.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://s1.ariba.com>

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying

Reference number

NW2417

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

NWL have a requirement for a supplier to provide media planning and buying. The contract will be to support the delivery of the NWG Corporate Communications strategies by offering a range of effective, innovative and cost-effective solutions to media buying. This will include, but not limited to, ongoing advice and professional support in reaching key targets and audiences across our operating regions and assisting in the delivery of the NWG Corporate Communications goals, measures and brand strategy, bringing campaigns to life using all aspects of media platforms. In addition to this, it is crucial that the measuring of campaign effectiveness is monitored throughout with the results delivered back through reporting. Our marketing campaigns range from customer service campaigns that communicate information about our products and services, right through to behaviour change campaigns that land strong messages with real impact to change customer behaviour and drive a positive approach and proactive change across our operating areas. Budgets are aligned to business priority areas, some of which we know in advance and other maybe unplanned due to a significant need. This makes it very difficult to estimate spend for the future contract period. Spend in 2020 was in the region of £300,000 and increased to approx. £500,000 in 2021. We do not anticipate an increase above this for 2022. NWL are offering a two-year contract with the option to extend for a further year.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKH14 - Suffolk
- UKH3 - Essex

II.2.4) Description of the procurement

NWL have a requirement for a supplier to provide media planning and buying. The contract will be to support the delivery of the NWG Corporate Communications strategies by offering a range of effective, innovative and cost-effective solutions to media buying. This will include, but not limited to, ongoing advice and professional support in reaching key targets and audiences across our operating regions and assisting in the delivery of the NWG Corporate Communications goals, measures and brand strategy, bringing campaigns to life using all aspects of media platforms. In addition to this, it is crucial that the measuring of campaign effectiveness is monitored throughout with the results delivered back through reporting. Our marketing campaigns range from customer service campaigns that communicate information about our products and services, right through to behaviour change campaigns that land strong messages with real impact to change customer behaviour and drive a positive approach and proactive change across our operating areas. Budgets are aligned to business priority areas, some of which we know in advance and other maybe unplanned due to a significant need. This makes it very difficult to estimate spend for the future contract period. Spend in 2020 was in the region of £300,000 and increased to approx. £500,000 in 2021. We do not anticipate an increase above this for 2022. NWL are offering a two-year contract with the option to extend for a further year.

Advertising provides the foundation of all our communication and campaign activity including Covid Comms, Just Add Water (NPS/CMEX), Bin the Wipe (Sewer Flooding), Priority Services & Affordability, I like mine (Taste and Odour re Water Quality) are some key examples.

Due to lack of internal capacity NWL require a supplier who can plan and buy media space in our operating regions across off and online channels. The types of media that we currently advertise our campaigns include the following channels

Media - TV Advertising/ Cinema/ Radio/ Streaming

DOOH (digital out of home) - Digital billboards and signage

OOH (out of home) - Kiosks and Bus Poster (street liners)

Digital - MiQ - Programmatic campaign

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

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: Yes

Description of options

After the initial 24 month a further 12 month optional extension will be available

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

As stated in the procurement documents

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

III.1.6) Deposits and guarantees required

If the Dun and Bradstreet credit rating returns a rating of 'above average risk' or 'high risk', the contracting entity will request further financial information for review and a parent company guarantee may be required

III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Please see the terms and conditions in the Procurement Document

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

These will be set out in the tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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 a single operator

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

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

Date

1 March 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

Applicants are asked to note that this procurement process will be conducted electronically with all documents and communication being managed through the Northumbrian Water

eSourcing Spend Management portal called 'Ariba'.

Expressions of interest for this tender must be sent to the e-mail address ojeuroresponse@nwl.co.uk before the deadline date of 01 March 2022 at 12 noon. Once expression of interest has been received that contains the details below, applicants will be given access to the Ariba portal within 48 hours from request.

This portal will contain all the tender documents associated with this procurement that are available at the time. An email link will also be provided to the email address you provide to

access the portal.

The deadline for return of the completed PQQ is 04 March 2022 at 12 noon.

When sending expression of interest, applicants must provide the following information:

- 1) Full company name
- 2) Main contact details of the person who will be given access to the Ariba portal - Name, job title, E mail address and telephone

VI.4) Procedures for review

VI.4.1) Review body

NWL Legal Department

Northumbrian Water Ltd, Abbey Road, Pity Me

Durham

DH1 5FJ

Country

United Kingdom