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Contract

OG-Media Buying Services - PP1054

Orbit Group Limited

F03: Contract award notice

Notice identifier: 2024/S 000-004757

Procurement identifier (OCID): ocds-h6vhtk-03e4cd

Published 13 February 2024, 10:52am

Section I: Contracting authority

I.1) Name and addresses

Orbit Group Limited

Garden Court, Harry Weston Road, Binley Business Park

Coventry

CV3 2SU

Contact

Mr Kieron finnegan

Email

kieron.finnegan1@orbit.org.uk

Telephone

+44 8006781221

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.orbit.org.uk>

Buyer's address

<http://www.orbit.org.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Housing Association

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

OG-Media Buying Services - PP1054

Reference number

DN680808

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Orbit Group Limited seeks to engage an agency partner with whom to develop and deliver a comprehensive media buying and consultancy service which will generate sustained strength and profile for the company with which to drive recognition, sales and a positive profile. The service will be carried out with our Orbit Homes division. This contract will be for a period of 3 years with an optional 1-year extension to be activated by Orbit Group Limited if required.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1,200,000 / Highest offer: £1,600,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Orbit Group Limited seeks to engage an agency partner with whom to develop and deliver a comprehensive media buying and consultancy service which will generate sustained strength and profile for the company with which to drive recognition, sales and a positive profile. The service will be carried out with our Orbit Homes division. This contract will be for a period of 3 years with an optional 1-year extension to be activated by Orbit Group Limited if required.

We are relying on tenderers to include sufficient information in their Tender documentation so we can understand and evaluate their proposed approach, expertise and suitability for the opportunity.

It is expected that the Agency shall:

- be capable of delivering value for money, as well as providing excellent customer service;
- be willing and capable of working in partnership with other agencies and specialists to deliver an effective media buying service
- implement media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve
- act in an open and transparent manner with Orbit Group Ltd and its representatives in delivering the Services

It is expected that the successful agency will deliver a quality service and will provide measurement of media impact when a campaign has concluded and provide analysis against KPIs.

The Agency will allow Orbit Group Ltd the right of audit and shall disclose all costs incurred with respect to media buying.

Within this the Agency will allow to access to applicable Media Owner accounts

The Agency will be required to carry out the following services with Orbit and the below are all within scope and will be sought from the Agency.

- Campaign Budgeting - best advice on budget requirement to deliver outcome
- Assessment and monitoring of media impact and outcomes
- Provide clear Reporting, leads generated and ROI

- Advice and guidance on best media options
- Media buying- negotiating and securing the best deals
- Account Management to agreed Scope of Work, Service Level Agreements and KPIs
- Implementation and Project Management of Media Campaigns
- Consultancy for media related activities
- Provide input around new technologies and approaches which would improve performance
- Tools have compatibility with Mediahawk call tracking software

The Agency must demonstrate media neutrality (no incentive to spend budget with specific media types or Media Owners) and outcome based measures, rather than lowest cost;

The following non exhaustive list provides example channels that the Agency will be expected to buy for the Client(s):

- TV
- Radio
- Internet
- Social Media
- National, Regional, Local Press
- Advertising on Transport
- Static Advertising

Whilst this Tender is primarily based on Media Planning and Buying, we will consider proposals consisting of media asset production and content generation.

However for clarity we do not require input around:

- Branding
- 121 Marketing

- Brochures
- CGIs
- Floor Plans
- Site Plans
- Interactives for the above in our Marketing Suites

In choosing and managing the appropriate media channel Orbit requires that all media channels utilised are reputable and will not expose Orbit Group Ltd or its subsidiaries to any criticism with respect to the following:

- Equality and Diversity
- Environmental Good Practice
- Political Opinions
- Ethical Issues

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-021318](#)

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

14 December 2023

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Focus Agency Group

Newcastle

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)

Lowest offer: £1,200,000 / Highest offer: £1,600,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

London

Country

United Kingdom