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Tender

TEN-2324-029 -Nest Brand Creative Partnership

National Employment Savings Trust (NEST)

F02: Contract notice

Notice identifier: 2024/S 000-006218

Procurement identifier (OCID): ocds-h6vhtk-043d0e

Published 27 February 2024, 10:33am

Section I: Contracting authority

I.1) Name and addresses

National Employment Savings Trust (NEST)

10 South Colonnade 1st floor

London

E14 4PU

Email

david.draper@nestcorporation.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TEN-2324-029 -Nest Brand Creative Partnership

Reference number

TEN-2324-029 -Nest Brand Creative Partnership

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Nest is looking to develop a creative partnership that will help us bring our Nest story to life in a warm and engaging way.

The world of pensions can be complex and distant, with the prospect of retirement far off for many of our members. The aim of this partnership will be to support us in increasing awareness and comprehension of what Nest is, positioning the brand as a life partner to our members.

We are looking to build a long-term partnership to enable us to build consistency over time.

II.1.5) Estimated total value

Value excluding VAT: £750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The scope of this brief is to:

- Help us build our Nest story in an engaging, accessible and distinctive way
- Develop a 'Nest world' of distinctive characters that have authenticity at the heart

- Develop stories for our Nest characters to live in and that can be used across our earned, owned, paid and shared media channels, including a piece of hero content

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £750,000

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

Duration in months

72

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

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

Date

2 April 2024

Local time

5:00pm

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

2 April 2024

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom