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Tender

## **Creative Marketing Agency and Media Buying**

SEVERN TRENT WATER LIMITED  
Hafren Dyfrdwy Cyfyngedig

F05: Contract notice – utilities

Notice identifier: 2021/S 000-008374

Procurement identifier (OCID): ocids-h6vhtk-02a827

Published 20 April 2021, 3:37pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

SEVERN TRENT WATER LIMITED

2 St. Johns Street

COVENTRY

CV12LZ

#### **Contact**

Sarah Griffiths-Jones

#### **Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

#### **Telephone**

+44 2477716919

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.stwater.co.uk](http://www.stwater.co.uk)

**I.1) Name and addresses**

Hafren Dyfrdwy Cyfyngedig

Packsaddle Wrexham Road, Rhostyllen

Wrexham

LL14 4EH

**Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

**Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

[www.hdcymru.co.uk](http://www.hdcymru.co.uk)

**I.2) Information about joint procurement**

The contract involves joint procurement

### **I.3) Communication**

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

<http://discovery.ariba.com/rfx/10192166>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://discovery.ariba.com/rfx/10192166>

### **I.6) Main activity**

Water

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Creative Marketing Agency and Media Buying

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The procurement is split into 2 lots:

Lot 1: Creative Agency. This is to appoint a supplier of creative agency services to cover:

- Brand strategy
- Building brand familiarity

- Marketing strategy

Lot 2: Media Buying Agency. This is to appoint a provider of services to include:

- Media purchasing strategy
- Research
- Buying
- Execution
- Measurement and monitoring
- Competitor tracking and monitoring

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,400,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots  
2

### **II.2) Description**

#### **II.2.1) Title**

Creative Agency

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Lot 1: Creative Agency

This is to appoint a supplier of creative agency services to cover:

- Brand strategy
- Building brand familiarity & knowledge with key customers to help us improve our satisfaction and net promoter scores.
- Marketing strategy including:
  - creative content development and delivery to support the above challenges and behavioural change programmes
  - social media strategy, channel approach and innovative content
  - consumer PR strategy
  - channel strategy and how to reach our customers with limited budget

#### **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: £400,000

#### **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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

Maximum number: 5

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

The agreement will have an extension option of an additional 12 months

## **II.2) Description**

### **II.2.1) Title**

Media Buying Agency

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Lot 2: Media Buying Agency

The services required include:

- Media purchasing strategy
- Research
- Buying

- Execution
- Measurement and monitoring
- Competitor tracking and monitoring

#### **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: £1,000,000

#### **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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

Maximum number: 5

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The agreement will have an option to extend by a further 12 months

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## **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



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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **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

21 May 2021

Local time

3:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

7 June 2021

#### **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: 3 (from the date stated for receipt of tender)

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## **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.4) Procedures for review**

#### **VI.4.1) Review body**

Severn Trent Water Limited

2 St John's Street

Coventry

CV1 2LZ

Country

United Kingdom