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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

Telephone

+44 2477716919

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

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

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

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

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)

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