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Tender

## **Framework for Traditional, Digital Design and Advertising**

Gentoo Sunderland

F02: Contract notice

Notice identifier: 2021/S 000-010017

Procurement identifier (OCID): ocds-h6vhtk-02ae92

Published 7 May 2021, 4:25pm

### **Section I: Contracting authority**

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

Gentoo Sunderland

2 Emperor Way,, Doxford International Business Park

Sunderland

SR3 3XR

#### **Contact**

Christopher Smith

#### **Email**

[Christopher.smith@gentoogroup.com](mailto:Christopher.smith@gentoogroup.com)

#### **Telephone**

+44 1915252774

#### **Country**

United Kingdom

**NUTS code**

UKC23 - Sunderland

**Internet address(es)**

Main address

<https://www.gentoo.group.com>

Buyer's address

<https://www.gentoo.group.com>

**I.3) Communication**

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

<https://www.delta-esourcing.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.delta-esourcing.com/>

**I.4) Type of the contracting authority**

Other type

Charitable community benefits society

**I.5) Main activity**

## Housing and community amenities

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## **Section II: Object**

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

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

Framework for Traditional, Digital Design and Advertising

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

- 79413000 - Marketing management consultancy services
  - QA08 - For advertising on posters
  - CA43 - Digital
  - QA04 - For advertising on the Internet

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

Services

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

We are looking for an agency that can demonstrate excellence in creating advertising and marketing concepts that can help the Gentoo stand out from its competitors, with experience of and expertise in developing creative concepts across numerous digital and traditional media channels, plus a proven ability to deliver brand and campaign advertising campaigns.

We are looking to work with agencies / freelancers who can work as an extension to our in-house team to provide high-end services in a cost effective and timely manner.

Our audiences are diverse and range from prospective home buyers, social housing tenants, stakeholders and regional partners, so we are seeking an agency who can write compelling copy for a wide range of audiences and offers, whilst adhering to our tone of voice guidelines and our style guide.

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

Value excluding VAT: £1,200,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

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

Traditional Marketing & Design

Lot No

Digital Marketing & Engagement

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

- 79342000 - Marketing services

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

NUTS codes

- UKC23 - Sunderland

Main site or place of performance

Sunderland

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

Agencies will be required to demonstrate competitive pricing for work undertaken, along with attention to detail and a strong customer service ethic encompassing account management, advice and an honest approach to challenge our thinking.

### **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: £800,000

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

This contract will be subject to a renewal in 48 months.

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

Variants will be accepted: No

### **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

## **II.2) Description**

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

Digital Marking & Engagement

Lot No

2

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

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKC23 - Sunderland

Main site or place of performance

Sunderland

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

We are looking for an agency that can demonstrate excellence in creating advertising and marketing concepts that can help the Gentoo stand out from its competitors, with experience of and expertise in developing creative concepts across numerous digital media channels, plus a proven ability to deliver brand and campaign advertising campaigns

#### **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

48

This contract is subject to renewal

Yes

Description of renewals

This contract will be renewed in 48 months

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

Variants will be accepted: No

#### **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

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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

## **Section IV. Procedure**

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

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

Open procedure

#### **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 several operators

#### **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

8 June 2021

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

9 June 2021

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 48 Months

### **VI.3) Additional information**

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Sunderland:-Marketing-management-consultancy-services./VRT36ADD8F>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/VRT36ADD8F>

GO Reference: GO-202157-PRO-18212778

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

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

Gentoo Group Ltd

2 Emperor Way,, Doxford International Business Park

Sunderland

SR3 3XR

Email

[simon.walker@gentoo.com](mailto:simon.walker@gentoo.com)

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