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Tender

## **Tender for the Provision of Media Buying & Paid Social Media Services**

S4C

F02: Contract notice

Notice identifier: 2024/S 000-011757

Procurement identifier (OCID): ocids-h6vhtk-04515a

Published 11 April 2024, 11:32am

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

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

S4C

Canolfan S4C yr Egin, Heol y Coleg

Caerfyrddin

SA31 3EQ

#### **Email**

[manon.edwards-ahir@s4c.cymru](mailto:manon.edwards-ahir@s4c.cymru)

#### **Telephone**

+44 3305880402

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://s4c.cymru>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0674](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0674)

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

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.s4c.cymru/en/tenders/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://sell2wales.gov.wales>

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

Other type

A statutory corporation

**I.5) Main activity**

Other activity

Media and broadcasting services

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**Section II: Object**

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

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

Tender for the Provision of Media Buying & Paid Social Media Services

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

- 79340000 - Advertising and marketing services

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

Services

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

S4C is seeking through this tender process to enter into a contract for the supply of the following services:

Advising, planning, booking and reviewing media campaigns and paid social media campaigns to promote S4C content and services.

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

Value excluding VAT: £250,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKL - Wales

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

S4C requires the successful tenderer to:

- work as strategic partner with the S4C marketing team to create and execute a strategic media plan (including a social media plan for S4C dovetailing into the broader media campaign)
- maximise S4C resources and deliver its core objectives of attracting audiences, current and new, to the channel and S4C content across all relevant platforms in keeping with S4C's audience strategy and priorities;
- develop a media and social media buying strategy for the duration of the contract as outlined in the tender, taking into consideration the goals, budgets, timing, audience reach, frequency, costs, and evaluation measurements set by S4C for the campaign;
- have a detailed understanding of all UK media and social media channels and their value to S4C, underpinned with extensive media research understanding the nuance of Welsh language broadcasting and more generally up-to-date audience behaviours for content consumption in Wales and beyond;
- have an in-depth understanding of the media and culture and social media landscape in Wales and beyond and in particular the viewing habits of the Welsh language audience at whatever point they are with their linguistic ability;
- plan, advise and manage media campaigns both for long term brand campaigns and for individual projects briefed by S4C across any and all media including but not limited to outdoor, radio, television, press, ambient and digital (excluding social ads);
- plan, advise and manage social media adverts for projects briefed by S4C (approximately 3 payable campaigns per month) across any and all social media including planning, budget allocation, asset creation and fulfilment of ads;
- negotiate favourable rates with media owners and present a campaign plan with costs for approval by S4C;
- be able to respond flexibly to short lead times and booking requests;
- be responsible and accountable for clear communication of correct specifications and delivery requirements between the media owners and S4C staff;
- weekly tracking performance and 'end of' campaign reporting, including social media reporting to produce both weekly and long term reporting;
- keep S4C abreast of new media developments and promotion opportunities in Wales and trends within the digital media;
- undertake all necessary script/music clearance for content to be used by the media

owners;

- offer advice on best practice and utilise research insight and data (both S4C data and market data) to underpin the media and digital marketing strategy and how this will inform the consideration set for our campaigns;
- attend meetings virtually or at S4C offices as required; and
- work in a collaborative and complementary way with the S4C in-house campaigns team especially in relation to media planning, digital and in-house projects (where relevant) and with the Brand & Creative team in relation to asset creation.

#### **II.2.5) Award criteria**

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

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

12 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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Companies should be able to demonstrate a successful track record in media buying and paid social media services as well as a proven understanding of Wales and the Welsh media environment. Experience in television marketing and promotions would be an advantage.

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **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

13 May 2024

Local time

12:00pm

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

English, Welsh

#### **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)

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

Date

13 May 2024

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: 4 years

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

See Invitation to Tender Document for all relevant information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=140550](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=140550).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(WA Ref:140550)

The buyer considers that this contract is suitable for consortia.

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL



Telephone

+44 2079477501

Country

United Kingdom