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Planning

## **Media Services**

The Minister for the Cabinet Office acting through Crown Commercial Service (CCS)

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-012094

Procurement identifier (OCID): ocds-h6vhtk-02b6b0

Published 28 May 2021, 10:45pm

## **Section I: Contracting authority**

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

The Minister for the Cabinet Office acting through Crown Commercial Service (CCS)

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

#### **Email**

[medialandscape@crowncommercial.gov.uk](mailto:medialandscape@crowncommercial.gov.uk)

#### **Telephone**

+44 3450103503

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/ccs>

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

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Public Procurement

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## **Section II: Object**

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

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

Media Services

Reference number

RM6123

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

- 79341000 - Advertising services

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

Services

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

Crown Commercial Service (CCS) as the Authority intends to put in place a Pan Government Collaborative Agreement for the provision of media services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. It is intended that this commercial agreement will be the recommended vehicle for all media services required by UK Central Government Departments.

This agreement replaces RM6003 Media Buying which expires May 2022.

The Agreement will have a 5 lot structure:

Lot 1: Strategic Media Activation (media buying)

Lot 2: Public Sector Media Planning and Buying

Lot 3: Out of Home Media

Lot 4: Advertising Revenue Generation

Lot 5: Service Evaluation and Performance

The list of above services is the current expectation but it is subject to change before publication of the Contract Notice.

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

Value excluding VAT: £1,200,000,000

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

This contract is divided into lots: Yes

## **II.2) Description**

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

Strategic Media Activation (media buying)

Lot No

1

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

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

NUTS codes

- UK - United Kingdom

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

Estimated value: £900,000,000 (£900 million)

Single-Agency Lot:

The agency will provide domestic and international media buying services

## **II.2) Description**

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

Public Sector Media Planning and Buying

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

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

NUTS codes

- UK - United Kingdom

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

Estimated value: £90,000,000 (£90 million)

Multi-Agency Lot:

The agencies under this lot will provide media planning and media buying services to public sector organisations, not including central government

## **II.2) Description**

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

Out of Home Media

Lot No

3

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

Estimated value: £30,500,000 (£30.5 million)

The Agency will be capable of providing specialist agency services related to the buying of Out-of-Home advertisements.

## **II.2) Description**

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

Advertising Revenue Generation

Lot No

4

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

Estimated value: £14,500,000 (£14.5 million)

Multi-Agency Lot:

Agencies will be capable of providing services for monetisation of advertising real estate, fixtures and furnishings.

## **II.2) Description**

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

Service Evaluation and Performance

Lot No

5

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

- 79200000 - Accounting, auditing and fiscal services
- 79210000 - Accounting and auditing services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

Estimated value: £800,000 (£800 thousand)

The agencies under this lot will provide advisory, auditing and contractual compliance services specification for marketing communications services

## **II.3) Estimated date of publication of contract notice**

1 July 2021

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## Section IV. Procedure

### IV.1) Description

#### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

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## Section VI. Complementary information

### VI.3) Additional information

This Prior Information Notice is to signal an intention to commence market engagement with those within the media services market including but not limited to media planning, media buying and/or media sales services for traditional, digital, trade, recruitment, B2B, domestic, regional and international media

Crown Commercial Service (CCS) will use an eSourcing system for this competition and reserves the right to use an electronic auction. The eSourcing system we will use is [<https://crowncommercialservice.bravosolution.co.uk>].

Please note that, to register, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract if invited to do so.

The value in II.1.5 is an indicative value over 4 years

The date in II.3) is the estimated date of publication, please refer to the CCS website page <https://www.crowncommercial.gov.uk/agreements/upcoming> Crown for updates and monitor Tenders Electronic Daily for the publication of the OJEU contract notice.

The Cyber Essentials scheme is mandatory for Central Government Contracts which involve handling personal information and providing certain ICT products and services. The Government is taking steps to further reduce the levels of cyber security risk in its supply chain through the Cyber Essentials scheme. The scheme defines a set of controls which, when properly implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

To participate in this procurement, bidders will be required to demonstrate that they are Cyber Essentials certified for the services under and in connection with the procurement.

[The bidder may be awarded a contract but shall not enter into any call off contracts with buyers until they are able to demonstrate to CCS that they meet the technical



requirements prescribed by the Cyber Essentials Scheme for services under and in connection with this procurement.]

The service that arise from this framework will involve the supplier holding material that has been assigned a protective marking under the Government Security Classifications Scheme (April 2014) of OFFICIAL/SENSITIVE. Bidders will be required to implement their solution in accordance with the [Framework Agreement] Schedule, "Security Requirement and Plan", to meet [Framework Agreement] requirements. This will be released at the ITT stage.

All estimated timelines, including publication of the Contract Notice, are subject to change by the Authority. The Authority's indicative key dates for the procurement timetable are:

01 July 2021 - Publication of Contract Notice

04 August 2021 - Tender Submission Deadline (All Lots)

Early to Mid-September 2021 - Lot 1 Bidder Presentations (part of anticipated Award Criteria)

16 December 2021 - Intent to Award and start of Standstill Period

30 December 2021 - Contract Award

This prior information notice replaces the previous PIN issued on the 10/03/2021, publication reference: 2021/S 000-004889