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Contract

Media and Social Media Monitoring, Insight and Evaluation

OFGEM

F03: Contract award notice

Notice identifier: 2023/S 000-012623

Procurement identifier (OCID): ocds-h6vhtk-038da2

Published 3 May 2023, 11:34am

Section I: Contracting authority

I.1) Name and addresses

OFGEM

10 South Colonnade, Canary Wharf

London

E14 4PU

Contact

Kay Meehan

Email

procurement2@ofgem.gov.uk

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<http://www.ofgem.gov.uk>

Buyer's address

https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA10021

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media and Social Media Monitoring, Insight and Evaluation

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of both social media monitoring, and media monitoring services

encompassing print, online and broadcast, including the provision of a secure online portal to be used to analyse and evaluate media and generate reports on media coverage as required. This Contract will be delivered through two specific lots:

- Lot 1 – Media Monitoring, Insight and Evaluation
- Lot 2 – Social Media Monitoring, Insight and Evaluation

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £261,792

II.2) Description

II.2.1) Title

Media Monitoring, Insight and Evaluation

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79311000 - Survey services
- 79311300 - Survey analysis services
- 79312000 - Market-testing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Media Monitoring Service will include the following elements:

- Print monitoring – complete daily monitoring of specified keywords and topics within regional, national and international print media, including industry and consumer titles. This should be presented within a daily morning summary and include a downloadable PDF copy of each relevant printed article. It should also be available to view and download on the tenderer's online portal.
- Online monitoring – complete daily monitoring of specified keywords and topics within regional, national and international news website content, as well as monitoring of non-written online content such as infographics and imagery. Links and PDF copies of each relevant online mention should be presented within the daily morning media summary and on the online portal.
- Broadcast media – complete daily monitoring of specified keywords and topics on regional and national television, radio and web broadcasts. Broadcasted items shall be made available in digital form for Ofgem to access via the morning summary and on the online portal.
- Online portal – provision of a secure, online portal in which Ofgem can access, analyse and evaluate media coverage whenever necessary.
- Evaluation and reporting – the provision of human-driven evaluation and reporting of the monitored media for Ofgem, which could be provided monthly or quarterly.
- All media monitoring, analysis and evaluation services detailed in this specification will be provided remotely, i.e., via email and online portal, so no specific sites or facilities are required.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

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

Social Media Monitoring, Insight and Evaluation

Lot No

2

II.2.2) Additional CPV code(s)

- 72212500 - Communication and multimedia software development services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 48481000 - Sales or marketing software package
- 48480000 - Sales, marketing and business intelligence software package
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79312000 - Market-testing services
- 79311000 - Survey services
- 79311300 - Survey analysis services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Social Media Monitoring Service will include the following elements:

- Social Analytics - Access to analytics from a range of social media platforms including, but not limited to, Twitter, Facebook and LinkedIn.
- Share of voice and sentiment analysis – Access to in-built tools that define our share of

voice compared to others across social media platforms.

- Custom dashboards – The ability to create a series of custom dashboards relating to specific search terms, filtered by a range of criteria. Dashboards should allow for data visualisation for use in wider impact reporting.
- Advanced search options – The service will allow users to search data in detailed ways e.g., using Boolean to refine search results.
- All social media monitoring, analysis and evaluation services detailed in this specification will be provided remotely, i.e., via email and online portal, so no specific sites or facilities are required

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

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

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-035465](#)

Section V. Award of contract

Lot No

1

Title

Media Monitoring, Insight and Evaluation

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

FENIX MEDIA LIMITED, A SUBSIDIARY OF ACCESS INTELLIGENCE PLC

79 Hatton Garden, London

London

EC1N 8AW

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £210,000

Section V. Award of contract

Lot No

2

Title

Social Media Monitoring, Insight and Evaluation

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

FENIX MEDIA LIMITED, A SUBSIDIARY OF ACCESS INTELLIGENCE PLC

79 Hatton Garden, London

London

EC1N 8AW

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £57,000

Section VI. Complementary information

VI.3) Additional information

(MT Ref:229305)

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

Cabinet Office

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>