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Contract

MEDIA PLANNING & BUYING FOR WELSH FOOD TOURISM CAMPAIGN

Menter a Busnes

F03: Contract award notice

Notice identifier: 2023/S 000-014862

Procurement identifier (OCID): ocds-h6vhtk-039a42

Published 25 May 2023, 8:50am

Section I: Contracting authority

I.1) Name and addresses

Menter a Busnes

Y Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY23 3AH

Email

ilan.jones2@menterabusnes.co.uk

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://menterabusnes.cymru/home/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0860

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Other type

Not for profit organisation

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

MEDIA PLANNING & BUYING FOR WELSH FOOD TOURISM CAMPAIGN

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A mix of 12 Welsh hospitality, food/drink brands and tourism venues are working collaboratively to highlight the authentic and unique food & drink on offer and

available in Wales. The purpose of the campaign is to encourage visitors to make Welsh food and drink part of their visitor experience.

The campaign should target Welsh consumers who will visit other parts of Wales as well as GB Consumers who have an affinity to Wales, from Easter and in the lead up to Whitsun 2023.

The chosen supplier will be able to demonstrate use of highly targeted and measurable media planning technology and capabilities that will identify key

audiences in Wales and GB based on their attitudinal behaviours.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £150,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

A mix of 12 Welsh hospitality, food/drink brands and tourism venues are working collaboratively to highlight the authentic and unique food & drink on offer and available in Wales. The purpose of the campaign is to encourage visitors to make Welsh food and drink part of their visitor experience.

The campaign should target Welsh consumers who will visit other parts of Wales as well as GB Consumers who have an affinity to Wales, from Easter and in the lead up to Whitsun 2023.

The chosen supplier will be able to demonstrate use of highly targeted and measurable media planning technology and capabilities that will identify key audiences in Wales and GB based on their attitudinal behaviours.

II.2.5) Award criteria

Quality criterion - Name: Quality / 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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-002193](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 May 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 5

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

Ubiquity

S4C, Parc Ty Glas, , Llanishen

Cardiff

CF145DU

Telephone

+44 2922409695

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)

Initial estimated total value of the contract/lot: £160,000

Total value of the contract/lot: £150,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:131889)

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