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Planning

Combined Social Media, Community Engagement, Media Evaluation and Media Monitoring Service

OFGEM

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2022/S 000-015351

Procurement identifier (OCID): ocds-h6vhtk-03429d

Published 1 June 2022, 1:59pm

Section I: Contracting authority

I.1) Name and addresses

OFGEM

10 South Colonnade, Canary Wharf

London

E14 4PU

Contact

Ruksar Din

Email

procurement2@ofgem.gov.uk

Telephone

+44 2079017000

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.3) Communication

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.mytenders.co.uk

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

Combined Social Media, Community Engagement, Media Evaluation and Media Monitoring Service

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Ofgem is seeking to establish a contract for combined social media, community engagement, media evaluation and media monitoring service. The scope of the requirement includes, but is not limited to:

Social Media and Community Engagement:

- Track own-brand insights and channel performance metrics (media outlets, web and social media)
- Identify target audiences and build segmented audience profiles using social media intelligence/machine learning to inform engagement and activation tactics
- Build and define tracked searches by profile, keyword or theme (media outlets, web and social media)
- Build and automate scheduled custom reporting for conversation summaries / data insights, including via data visualisation. To include capability for alert notifications where tracked data spike above a volume threshold. For example, across mentions/conversations/sentiment (media outlets, web and social media)
- Receive traditional media print news and broadcast monitoring summaries 7 days a week with access to a national journalist database [Ofgem has a separate NLA licence]
- Access and build custom reports across print and broadcast media for defined topics, and with capability to support media evaluation and analysis incl. opinion analysis,

favourability, share of voice/equivalent advertising value, and reach of Ofgem

- Plan, manage and schedule posts across its social media channels, including accessible multimedia (eg with image alt text and .srt captions for video content)
- Use an in-platform inbox to monitor and respond to all social media conversations in one place and track response rate where required (private messages, comments and replies, direct messages etc).

Media Monitoring and Evaluation:

- 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 supplier'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.1.5) Estimated total value

Value excluding VAT: £267,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

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

Ofgem is seeking a combined social media, community engagement, media evaluation and media monitoring service.

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.3) Estimated date of publication of contract notice

18 July 2022

Section III. Legal, economic, financial and technical information

III.2) Conditions related to the contract

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

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

IV.2) Administrative information

IV.2.5) Scheduled date for start of award procedures

16 September 2022

Section VI. Complementary information

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

This Prior Information Notice is to invite suppliers to be part of the early supplier engagement for this procurement. The following engagement activities are currently envisaged:

1. Supplier Questionnaire

Interested suppliers are asked to complete and submit the attached questionnaire by midday on Tuesday 14th June 2022. Information collated will be used to understand the market overlap for requirements to assist in developing the contracting strategy

2. Supplier Meetings

Suppliers will be invited to attend a meeting with the project team during w/c 27/06/2022. Please note, this will be on a first come first served basis. Information collated will be used to define the scope of the requirement

Any diversions, updates, or further ESE needs related to this PIN, will be communicated via My Tenders, or company contact details on My Tenders, therefore please ensure your company details are up-to date.

Please submit completed questionnaires, and request to arrange meeting (when asked), to procurement2@ofgem.gov.uk

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=225909.

(MT Ref:225909)

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>