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Future opportunity

## **Advertising, Media Planning and Media Buying - Expression of Interest**

THE ELECTORAL COMMISSION

F01: Prior information notice

Prior information only

Notice reference: 2021/S 000-016861

Published: 18 July 2021, 5:17pm

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

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

THE ELECTORAL COMMISSION

3 BUNHILL ROW

LONDON

EC1Y8YZ

#### **Contact**

Paul Stringer

#### **Email**

[pstringer@electoralcommission.org.uk](mailto:pstringer@electoralcommission.org.uk)

#### **Telephone**

+44 2072710698

**Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

**I.3) Communication**

Additional information can be obtained from another address:

See notice

The Electoral Commission, 3 Bunhill Row

London

EC1Y 8YZ

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Paul Stringer

**Email**

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**Telephone**

+44 02072710698

**Country**

United Kingdom

**NUTS code**

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## **Internet address(es)**

Main address

[www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

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

Body governed by public law

## **I.5) Main activity**

Other activity

Electoral regulation

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## **Section II: Object**

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

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

Advertising, Media Planning and Media Buying - Expression of Interest

Reference number

C0130-SC-COMMS

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

- 79340000 - Advertising and marketing services

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

Services

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

This scope of work summarises the requirements for the supply of creative work, media

planning and media buying for the public awareness campaigns for the Electoral Commission for 3 years, with appointment in February 2022. Until June 2022 there will be introductory meetings but no campaigns will be run by a new agency.

PLEASE NOTE: No formal tender response is required at this stage, either as a technical proposal or as a price submission.

PLEASE JUST CONFIRM INTEREST TO THE CUSTOMER CONTACT INDICATED BELOW.

## BACKGROUND - THE ELECTORAL COMMISSION

The Electoral Commission is the independent body which oversees elections and regulates political finance in the UK. We work to promote public confidence in the democratic process and ensure its integrity by:

- enabling the delivery of free and fair elections and referendums, focusing on the needs of electors and addressing the changing environment to ensure every vote remains secure and accessible
- regulating political finance - taking proactive steps to increase transparency, ensure compliance and pursue breaches
- using our expertise to make and advocate for changes to our democracy, aiming to improve fairness, transparency and efficiency

The Commission was set up in 2000 and reports to the UK, Welsh, and Scottish parliaments.

## THE PROJECT

Over the next three years the Commission will be running a number of public awareness campaigns. These will include, but not be limited to: campaigns to encourage applications to register to vote ahead of all polls in the UK; a campaign to help people understand voting procedures and requirements; a campaign to help people understand online political advertising. These are ambitious campaigns which are central to democracy and enfranchisement.

These campaigns must be excellent value for money, strategic, voter-focussed and applicable to different countries in the UK.

The purpose of compiling Expressions of Interest is to find out what agencies have the capability and resources to supply us with creative, ambitious campaigns which are based on careful research and audience data, alongside supplying media planning and buying services which target the right people at the right time. Therefore we are potentially looking for one agency which can deliver these three functions. Please indicate any public sector

frameworks you are on that facilitate this.

## PROPOSED PROCUREMENT TIMETABLE

### DATE ACTIVITY

16/7/21 Publication of this EOI

30/7/21 Return date for this EOI.

Before 30/11/21 Invitation to Tender

### EOI CUSTOMER CONTACT

Name: Paul Stringer, Senior Procurement Adviser

Telephone Number: 020 7271 0698

Email Address: [Procurement@electoralcommission.org.uk](mailto:Procurement@electoralcommission.org.uk)

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Advertising, media planning and media buying to be sourced potentially by one provider

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

1 October 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