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Planning

Advertising, Media Planning and Media Buying - Expression of Interest

THE ELECTORAL COMMISSION

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-016861

Procurement identifier (OCID): ocds-h6vhtk-02c94f

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

Telephone

+44 2072710698

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

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

Contact

Paul Stringer

Email

pstringer@electoralcommission.org.uk

Telephone

+44 02072710698

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.electoralcommission.org.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Electoral regulation

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

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

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