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Contract

Media Planning and Buying

NORTHUMBRIAN WATER GROUP LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-019009

Procurement identifier (OCID): ocds-h6vhtk-03161c

Published 12 July 2022, 11:00am

Section I: Contracting entity

I.1) Name and addresses

NORTHUMBRIAN WATER GROUP LIMITED

Northumbria House, Abbey Road, Pity Me

DURHAM

DH15FJ

Contact

Laura McMain

Email

laura.mcmain@nwl.co.uk

Telephone

+44 7805786518

Country

United Kingdom

NUTS code

UKC14 - Durham CC

Internet address(es)

Main address

<https://www.nwl.co.uk>

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying

Reference number

NW2417

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This is notification that NWL have awarded a contract for a requirement for a supplier to provide media planning and buying. The contract will be to support the delivery of the NWG Corporate Communications strategies by offering a range of effective, innovative and cost-effective solutions to media buying. This will

include, but not limited to, ongoing advice and professional support in reaching key

targets and audiences across our operating regions and assisting in the delivery of the NWG

Corporate Communications goals, measures and brand strategy, bringing campaigns to life using all aspects of media platforms. In addition to this, it is crucial that the measuring of campaign effectiveness is monitored throughout with the results delivered back through reporting. Our marketing campaigns range from customer service campaigns that communicate information about our products and services, right through to behaviour

change campaigns that land strong messages with real impact to change customer behaviour and drive a positive approach and proactive change across our operating areas. Budgets are aligned to business priority areas, some of which we know in advance and other maybe unplanned due to a significant need. This makes it very difficult to estimate spend for the future contract period. Spend in 2020 was in the region of £300,000 and increased to

approx. £500,000 in 2021. We do not anticipate an increase above this for 2022. NWL are offering a two-year contract with the option to extend for a further year

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKH14 - Suffolk
- UKH3 - Essex

II.2.4) Description of the procurement

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approx. £500,000 in 2021. We do not anticipate an increase above this for 2022. NWL are offering a two-year contract with the option to extend for a further year. Advertising provides the foundation of all our communication and campaign activity

including Covid Comms, Just Add Water (NPS/CMEX), Bin the Wipe (Sewer Flooding),

Priority Services & Affordability, I like mine (Taste and Odour re Water Quality) are some key examples. Due to lack of internal capacity NWL require a supplier who can plan and buy media space in our operating regions across off and online channels. The types of media that we currently advertise our campaigns include the following channels

Media - TV Advertising/ Cinema/ Radio/ Streaming

DOOH (digital out of home) - Digital billboards and signage

OOH (out of home) - Kiosks and Bus Poster (street liners)

Digital - MiQ - Programmatic campaign

II.2.11) Information about options

Options: Yes

Description of options

After the initial 24 month a further 12 month optional extension will be available

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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: [2022/S 000-003969](#)

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

12 July 2022

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Northumbrian Water Ltd legal department

Abbey road

Durham

DH1 5FJ

Email

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Country

United Kingdom