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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](mailto: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

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**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

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## **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](#)

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## **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

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## **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

[laura.mcmain@nwl.co.uk](mailto:laura.mcmain@nwl.co.uk)

Country

United Kingdom