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Tender

Provision of Media Buying Strategy

Construction Industry Training Board

F02: Contract notice

Notice identifier: 2022/S 000-020365

Procurement identifier (OCID): ocids-h6vhtk-035635

Published 26 July 2022, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

www.citb.co.uk

Peterborough

PE2 8TY

Contact

Grant Carr

Email

grant.carr@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

NUTS code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

www.citb.co.uk

Buyer's address

www.citb.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-consultancy-services./A88YG567G9>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

European Institution/Agency or International Organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Media Buying Strategy

Reference number

PROC2022018

II.1.2) Main CPV code

- 79341100 - Advertising consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

CITB are looking to appoint a media buying and strategy agency that will support various campaigns throughout each year. CITB's expected annual media budget is 500k per annum, the majority of campaigns will have spend values of £50k, we are looking to secure an agency who are used to working with similar budgets and can focus on maximising our return on investment

II.1.5) Estimated total value

Value excluding VAT: £1,500,000

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

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

CITB are looking to appoint a media buying and strategy agency that will support various campaigns throughout each year. CITB's expected annual media budget is 500k per annum, the majority of campaigns will have spend values of £50k, we are looking to secure an agency who are used to working with similar budgets and can focus on maximising our return on investment.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/A88YG567G9>

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.2) Time limit for receipt of tenders or requests to participate

Date

30 August 2022

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

27 September 2022

Local time

4:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-consultancy-services./A88YG567G9>

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GO Reference: GO-2022726-PRO-20676151

VI.4) Procedures for review

VI.4.1) Review body

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