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Tender

TEN-2324-001 Digital Media Services for a test and learn Programmatic Campaign

National Employment Savings Trust (NEST)

F02: Contract notice

Notice identifier: 2024/S 000-020978

Procurement identifier (OCID): ocds-h6vhtk-047c13

Published 9 July 2024, 5:54pm

Section I: Contracting authority

I.1) Name and addresses

National Employment Savings Trust (NEST)

10 South Colonnade 1st floor

London

E14 4PU

Email

alison.slade@nestcorporation.org.uk

Telephone

+44 2030563652

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://nesttenders.bravosolution.co.uk/>

I.3) Communication

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

<https://nesttenders.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://nesttenders.bravosolution.co.uk/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://nesttenders.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TEN-2324-001 Digital Media Services for a test and learn Programmatic Campaign

Reference number

TEN-2324-01 Digital Media Services for a test and learn Programmatic Campaign

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

By the nature of auto enrolment, the majority of our members are generally disengaged. They are enrolled by their employer, meaning that they don't actively choose us, or have to actively engage with their pension scheme to start saving.

Despite the size of our member base (13 million total members), awareness of Nest is very low; unprompted brand awareness currently stands at only 3%, at UK population level. And a significant number of Nest members aren't aware that they have a pension pot with Nest.

One of Nest's strategic priorities is to increase the proportion of members engaging with their online accounts, by means of activating their accounts or logging into their accounts at least once a year. Nest is not currently able to use digital advertising on an always-on basis.

Instead, we have been taking a test and learn campaign approach to understand how programmatic digital advertising can best be used to reach our members online and drive specific actions from them.

We have so far conducted two test campaigns in 2022 and 2023, which were successful, resulting in conversions which were double our original target.

We are now looking to implement our third programmatic test and are seeking a supplier to work us on this

II.1.5) Estimated total value

Value excluding VAT: £300,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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The primary objective of this campaign is to encourage disengaged Nest members to log into their Nest account. This would be reflected with an increase in members activating their accounts and/or logging in.

Target audience Campaign goal

Members who haven't activated their online account

Account activation (log in for the first time)

Members who haven't visited the Nest website and haven't logged into their account for over 12 months

Account log in

As these would be transactional and straight-forward methods of measuring the campaign's success, how we evidence other forms of engagement is to be suggested by the appointed agency

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II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £300,000

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

Duration in months

8

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: Yes

Description of options

Option 1 : To cover campaign strategy & delivery, media planning & buying, and creative development & production

Option 2: To cover campaign strategy & delivery, and media planning & buying

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: Yes

IV.2) Administrative information

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

Date

8 August 2024

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

8 August 2024

Local time

12:00pm

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

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom