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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): ocids-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](mailto: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

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## 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

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## **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

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## **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

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## **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