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Tender

OG-Media Buying Services - PP1054

Orbit Group Limited

F02: Contract notice

Notice identifier: 2023/S 000-021318

Procurement identifier (OCID): ocds-h6vhtk-03e4cd

Published 24 July 2023, 2:59pm

Section I: Contracting authority

I.1) Name and addresses

Orbit Group Limited

Garden Court, Harry Weston Road, Binley Business Park

Coventry

CV3 2SU

Contact

Mr Kieron finnegan

Email

group.tenders@orbit.org.uk

Telephone

+44 8006781221

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.procontract.due-north.com>

Buyer's address

<http://www.orbit.org.uk>

I.3) Communication

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

<http://www.procontract.due-north.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://www.procontract.due-north.com>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

OG-Media Buying Services - PP1054

Reference number

DN680808

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Orbit Group Limited seeks to engage an agency partner with whom to develop and deliver a comprehensive media buying and consultancy service which will generate sustained strength and profile for the company with which to drive recognition, sales and a positive profile. The service will be carried out with our Orbit Homes division. This contract will be for a period of 3 years with an optional 1-year extension to be activated by Orbit Group Limited if required.

II.1.5) Estimated total value

Value excluding VAT: £1,200,000

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

II.2.4) Description of the procurement

Orbit Group Limited seeks to engage an agency partner with whom to develop and deliver a comprehensive media buying and consultancy service which will generate sustained strength and profile for the company with which to drive recognition, sales and a positive profile. The service will be carried out with our Orbit Homes division. This contract will be for a period of 3 years with an optional 1-year extension to be activated by Orbit Group Limited if required.

We are relying on tenderers to include sufficient information in their Tender documentation so we can understand and evaluate their proposed approach, expertise and suitability for the opportunity.

It is expected that the Agency shall:

- be capable of delivering value for money, as well as providing excellent customer service;
- be willing and capable of working in partnership with other agencies and specialists to deliver an effective media buying service
- implement media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve
- act in an open and transparent manner with Orbit Group Ltd and its representatives in delivering the Services

It is expected that the successful agency will deliver a quality service and will provide measurement of media impact when a campaign has concluded and provide analysis against KPIs.

The Agency will allow Orbit Group Ltd the right of audit and shall disclose all costs incurred with respect to media buying.

Within this the Agency will allow to access to applicable Media Owner accounts

The Agency will be required to carry out the following services with Orbit and the below are all within scope and will be sought from the Agency.

- Campaign Budgeting - best advice on budget requirement to deliver outcome
- Assessment and monitoring of media impact and outcomes
- Provide clear Reporting, leads generated and ROI

- Advice and guidance on best media options
- Media buying- negotiating and securing the best deals
- Account Management to agreed Scope of Work, Service Level Agreements and KPIs
- Implementation and Project Management of Media Campaigns
- Consultancy for media related activities
- Provide input around new technologies and approaches which would improve performance
- Tools have compatibility with Mediahawk call tracking software

The Agency must demonstrate media neutrality (no incentive to spend budget with specific media types or Media Owners) and outcome based measures, rather than lowest cost;

The following non exhaustive list provides example channels that the Agency will be expected to buy for the Client.

To view all documents and submit a response for this opportunity please visit <http://www.procontract.due-north.com>.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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

Duration in months

48

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

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

4 September 2023

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

4 September 2023

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

The Strand

London

Country

United Kingdom