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Tender

Media Buying Framework Agreement for Imperial War Museums (IWM)

IWM/2324/Mkt/3184: Media Buying Framework Agreement for Imperial War Museums

F02: Contract notice

Notice identifier: 2023/S 000-022835

Procurement identifier (OCID): ocds-h6vhtk-03ed5c

Published 4 August 2023, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

IWM/2324/Mkt/3184: Media Buying Framework Agreement for Imperial War Museums

IWM London, Lambeth Road

London

SE1 6HZ

Contact

Procurement and Resources Officer

Email

erowberry@iwm.org.uk

Telephone

+44 2074165000

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

Imperial War Museums

Internet address(es)

Main address

www.iwm.org.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-London:-Advertising-services./4T5KM987S4>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com>

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Framework Agreement for Imperial War Museums (IWM)

Reference number

IWM/2324/Mkt/3184

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

IWM is tendering for a framework of suppliers to provide media and digital advertising strategy, buying and planning. The appointed agency/agencies will support marketing campaigns for IWM including those for brand, destination visitation, major events, membership, and temporary exhibitions across our sites, with both regional and national reach.

The tender comprises two lots. Agencies are invited to pitch for either a single or multiple lots, depending on their expertise:

- Lot 1: Media Strategy, Buying and Planning
- Lot 2: Digital Advertising Services & Google Grants Management

Social media advertising and organic activity are managed by in-house teams and are out of scope of this tender.

II.1.5) Estimated total value

Value excluding VAT: £637,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Media Strategy, Buying and Planning

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

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

Including, but not limited to:

- Out of home (print and digital)
- TV, video on demand (VOD) and cinema spot buying
- Audio advertising across radio and podcast platforms
- Press space e.g., adverts and advertorials in national, regional and specialist titles
- Partnerships (media and content)

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: £315,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend for a further year at the end of the initial term.

II.2.10) Information about variants

Variants will be accepted: Yes

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/4T5KM987S4>

II.2) Description

II.2.1) Title

Digital Advertising Services & Google Grants Management

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

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

Including, but not limited to:

- Programmatic digital display including both the creative design and implementation of assets;
- Video advertising through channels such as YouTube and in-read formats
- Paid search (Google) and Google Grants Management

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: £315,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend for a further 12 months at the end of the initial term

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 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

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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: [2023/S 008-000004](#)

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

Date

5 September 2023

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

Tender must be valid until: 31 December 2024

IV.2.7) Conditions for opening of tenders

Date

26 October 2023

Local time

10:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-services./4T5KM987S4>

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GO Reference: GO-202384-PRO-23575457

VI.4) Procedures for review

VI.4.1) Review body

Imperial War Museums

IWM London, Lambeth Road

London

SE1 6HZ

Country

United Kingdom