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Tender

## **SSE Marketing Media Buying & Planning Agreement**

SSE plc

F02: Contract notice

Notice identifier: 2024/S 000-024372

Procurement identifier (OCID): ocds-h6vhtk-04875d

Published 2 August 2024, 4:04pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

SSE plc

200 Dunkeld Road

Perth

PH1 3AQ

#### **Email**

[aaron.fraser@sse.com](mailto:aaron.fraser@sse.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://sse.app.jaggaer.com/>

### **I.3) Communication**

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

<https://sse.app.jaggaer.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://sse.app.jaggaer.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**

Other activity

Utilities

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

SSE Marketing Media Buying & Planning Agreement

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

We are looking to establish an agreement with the successful agency to cover the planning and buying of media (online and offline) on behalf of SSE.

The Agreement will cover, but will not be limited to, the broad day-to-day media planning, media buying, media reporting and any general services as stated in Work Orders.

#### **II.1.5) Estimated total value**

Value excluding VAT: £10,000,000

#### **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**

We are looking to establish an agreement with the successful agency to cover the planning and buying of media (online and offline) on behalf of SSE.

The Agreement will cover, but will not be limited to, the broad day-to-day media planning,

media buying, media reporting and any general services as stated in Work Orders.

#### **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

Yes

Description of renewals

There is an optional extension of 12 months following the initial 36 months.

#### **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

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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**

Competitive procedure with negotiation

#### **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 a single operator

#### **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

6 September 2024

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

2 August 2024

#### **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)

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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 ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Suppliers are invited to register on SSE's Jaggaer platform here:

<https://sse.app.jaggaer.com/>

Once registered, you should be able to access PQQ331, and access the documents and respond to the Pre-Qualification Questionnaire. If you have any issues registering or access the PQQ, please contact [aaron.fraser@sse.com](mailto:aaron.fraser@sse.com)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

SSE PLC

Perth

Country

United Kingdom