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Contract

Marketing Services - (2022-2026)

Scottish Government

F03: Contract award notice

Notice identifier: 2022/S 000-025329

Procurement identifier (OCID): ocds-h6vhtk-02a38d

Published 9 September 2022, 11:17am

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Contact

Norman Matheson

Email

norman.matheson@gov.scot

Telephone

+44 1412425594

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.scotland.gov.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services - (2022-2026)

Reference number

SP-21-017

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring frameworks and contracts on behalf of Scottish public sector bodies. This Framework will be a multi-lot and multi-supplier agreement and will cover the following services: Creative Services, Digital Marketing, Public Relations, Market Research and Events and Video Production.

The framework agreement will be available for use by the Scottish Ministers (including Agencies), Scottish Non-Departmental Public Bodies, offices in the Scottish Administration which are not ministerial offices, cross-border public authorities within the meaning of section 88(5) of the Scotland Act 1998, The Office for the Secretary of State for Scotland, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, , bodies registered as social landlords under the Housing (Scotland) Act 2001, Scottish health boards or special health boards, Student Loans Company Limited, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, Scottish Futures Trust, Equality and Human Rights Commission, Business Stream Ltd, the Business Gateway National Unit at the Convention of Scottish Local Authorities, further or higher education institutions being fundable bodies within the meaning of section 6 of the further and Higher Education (Scotland) Act 2005, any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament, any association of or formed by one or more of the foregoing, bodies financed wholly or mainly by one or more of the foregoing, bodies subject to management supervision by one or more of the foregoing and bodies more than half of the board of directors or members of which, or, in the case of a group of

individuals, more than half of those individuals, being appointed by one or more of the foregoing. In addition to the contracting authorities listed, the framework agreement will be available to charities entered on the Scottish Charity Register and voluntary organisations entered on the Membership Database of the Scottish Council for Voluntary Organisations.

Information about agencies of the Scottish Ministers ,Scottish Non-Departmental Public Bodies and offices in the Scottish Administration which are not ministerial offices are listed at

<http://www.scotland.gov.uk/Topics/Government/public-bodies/about/Bodies>

Overview of the governance structure of public procurement for Scotland, including the Public Procurement Group.

<https://www.gov.scot/publications/public-procurement-governance/>

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £40,000,000

II.2) Description

II.2.1) Title

Creative Services for call off contracts above 50000GBP

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 1 will have six suppliers appointed. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, where relevant to support behaviour change, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications. Lot 1 will be for call off contracts above 50,000 GBP.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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) Description

II.2.1) Title

Creative Services for call off contracts below 50000GBP

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 2 will have five suppliers appointed. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, where relevant to support behaviour change, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications. Lot 2 will be for call off contracts below 50,000 GBP.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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) Description

II.2.1) Title

Digital Marketing

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 3 will have five suppliers appointed. Digital Marketing Services include the technical and creative development of digital materials to deliver targeted messaging and engagement with identified audiences in pursuit of Framework Public Body's objectives and where relevant, to support behaviour change. This can consist of the development, creation and delivery of digital marketing activity, records and databases as well as the creation, collation, and maintenance of digital content across all platforms and responsibility for functionality, usability and analysis of content.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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) Description**II.2.1) Title**

Public Relations

Lot No

4

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 4 will have five suppliers appointed. The Supplier shall provide services covering the planning, creative approach, project delivery and evaluation of Public Relations activity as required by individual Framework Public Bodies.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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) Description

II.2.1) Title

Market Research

Lot No

5

II.2.2) Additional CPV code(s)

- 73110000 - Research services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 5 will have six suppliers appointed. Market Research Services require research specialists to advise and implement a range of market and customer research activities covering many aspects of communications work. This will include the development, creation and delivery of effective and measurable marketing communications programmes as well as elements of wider activities, either individually or a combination of strategic planning, field marketing, direct marketing and partnership marketing.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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) Description

II.2.1) Title

Events and Video Production

Lot No

6

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

It is envisaged that Lot 6 will have five suppliers appointed. Events and Video Production Services cover event management, virtual events, exhibition Management, technical audio visual services and video production & post production services required by Framework Public Bodies.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-029038](#)

Section V. Award of contract

Lot No

1

Title

Creative Services for call off contracts above 50000GBP

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 15

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 16

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Cello Signal Ltd (T/A Leith Agency)

86/2 Commercial Quay, Commercial Street

Edinburgh

EH6 6LX

Telephone

+44 1315618600

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Gate Worldwide

100 Ocean Drive, Leith Docks

EDINBURGH

EH6 6JJ

Telephone

+44 1315550425

Fax

+44 1315555591

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd.

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Telephone

+44 1316256000

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Stand

29 St Vincent Place

Glasgow

G1 2DT

Telephone

+44 1412222999

Fax

+44 1412222099

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Story

1-4 Atholl Crescent

Edinburgh

EH3 8HA

Telephone

+44 1314767515

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Dentsu Creative, a trading division of Dentsu UK Ltd

Norloch House, 36 King's Stables Road

Edinburgh

EH1 2EU

Telephone

+44 1316255500

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £14,000,000

Total value of the contract/lot: £14,000,000

Section V. Award of contract

Lot No

2

Title

Creative Services for call off contracts below 50000GBP

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 21

Number of tenders received from SMEs: 20

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 21

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Union Direct

18 Inverleith Terrace

Edinburgh

EH35NS

Telephone

+44 1314676862

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Bright Digital Marketing Ltd (T/A Bright Signals)

3/1 46 Grandtully Drive

Glasgow

G12 0DS

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Lane Agency

496 Ferry Road

Edinburgh

EH5 2DL

Telephone

+44 7940422261

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

John Doe Group

48 Albion St, Norse Road

GLASGOW

G11LH

Telephone

+44 7717874769

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Drummond Central

70 Jesmond Road West

Newcastle

NE2 4PQ

Telephone

+44 7970075782

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000

Section V. Award of contract

Lot No

3

Title

Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Dentsu Creative, a trading division of Dentsu UK Ltd

Norloch House, 36 King's Stables Road

Edinburgh

EH1 2EU

Telephone

+44 1316255500

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

No

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd.

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Telephone

+44 1316256000

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Bright Digital Marketing Ltd (T/A Bright Signals)

3/1 46 Grandtully Drive

Glasgow

G12 0DS

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cello Signal Ltd (t/a 'Leith')

86 Commercial Street

Edinburgh

EH6 6LX

Telephone

+44 7801105428

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Gate Worldwide

100 Ocean Drive, Leith Docks

EDINBURGH

EH6 6JJ

Telephone

+44 1315550425

Fax

+44 1315555591

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £10,000,000

Total value of the contract/lot: £10,000,000

Section V. Award of contract

Lot No

4

Title

Public Relations

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Smarts

6.02 Onyx Studios, 215 Bothwell Street

Glasgow

G2 7EZ

Telephone

+44 1412222040

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Stripe Communications

86/3 Commercial Quay

Edinburgh

EH6 6LX

Telephone

+44 7824664693

Fax

+44 7824664693

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

John Doe Group

48 Albion St, Norse Road

GLASGOW

G11LH

Telephone

+44 7717874769

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

3x1 Group

11 Fitzroy Place

Glasgow

G3 7RW

Telephone

+44 1412210707

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Muckle Media

2nd floor 67 Shandwick Place

Edinburgh

EH2 4SD

Telephone

+44 1312289713

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £5,000,000

Total value of the contract/lot: £5,000,000

Section V. Award of contract

Lot No

5

Title

Market Research

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Jump Research

137/5 Constitution Street

Edinburgh

EH6 7AD

Telephone

+44 1315534109

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Progressive Partnership

Q Court, 3 Quality Street

Edinburgh

EH4 5BP

Telephone

+44 1313161900

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Scott Porter Research and Marketing Ltd

4 Ravelston House Grove

Edinburgh

EH4 3LT

Telephone

+44 7796307085

Fax

+44 1315551367

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ipsos MORI

4 Wemyss Place , Edinburgh

Edinburgh

EH3 6DH

Telephone

+44 1312268676

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

No

V.2.3) Name and address of the contractor

BMG Research

Beech House, Greenfield Crescent, Edgbaston

Birmingham

B15 3BE

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Trinity McQueen

4 Sovereign Street

Leeds

LS1 4BA

Country

United Kingdom

NUTS code

- UKE42 - Leeds

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £5,000,000

Total value of the contract/lot: £5,000,000

Section V. Award of contract

Lot No

6

Title

Events and Video Production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Arteus Ltd

Dalintober Hall, 40 Dalintober Street

Glasgow

G5 8NW

Telephone

+44 7753844494

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Metro Production Group

2 south gyle crescent lane

edinburgh

eh12 9eg

Telephone

+44 7770322974

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FREAKWORKS

9 Waters Close, The Shore, Leith

EDINBURGH

EH6 6RB

Telephone

+44 1315553456

Fax

+44 1315551345

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Speakeasy Productions

Wildwood House, Stanley

Perth

PH1 4PX

Telephone

+44 1738828524

Country

United Kingdom

NUTS code

- UKM77 - Perth & Kinross and Stirling

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Marble LDN

Studio 110 Great Western Studios, 65 Alfred Road,

London

W2 5EU

Telephone

+44 2030115388

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.3) Additional information

1. All suppliers on this framework are committed to offering differing packages of Fair Work First Practices for the duration of the framework, packages include the payment of the real Living Wage or higher for employees involved in the delivery of the framework.

(SC Ref:704887)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

An economic operator that suffers or risks suffering loss or damage attributable to a breach of duty under the Public Contracts(Scotland)Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session