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Contract

## **Creative Marketing Agency and Media Buying**

SEVERN TRENT WATER LIMITED  
Hafren Dyfrdwy Cyfyngedig

F06: Contract award notice – utilities  
Notice identifier: 2021/S 000-026066  
Procurement identifier (OCID): ocids-h6vhtk-02a827  
Published 19 October 2021, 9:46am

### **Section I: Contracting entity**

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

SEVERN TRENT WATER LIMITED

2 St. Johns Street

COVENTRY

CV12LZ

#### **Contact**

Sarah Griffiths-Jones

#### **Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

#### **Telephone**

+44 2477716919

#### **Country**

United Kingdom

**NUTS code**

UKG33 - Coventry

**Internet address(es)**

Main address

[www.stwater.co.uk](http://www.stwater.co.uk)

**I.1) Name and addresses**

Hafren Dyfrdwy Cyfyngedig

Wrexham

LL14 4EH

**Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

**Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

[www.hdcymru.co.uk](http://www.hdcymru.co.uk)

**I.2) Information about joint procurement**

The contract involves joint procurement

**I.6) Main activity**

Water

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## **Section II: Object**

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

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

Creative Marketing Agency and Media Buying

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

- 79340000 - Advertising and marketing services

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

Services

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

The procurement is split into 2 lots:

Lot 1: Creative Agency. This is to appoint a supplier of creative agency services to cover:

- Brand strategy
- Building brand familiarity
- Marketing strategy

Lot 2: Media Buying Agency. This is to appoint a provider of services to include:

- Media purchasing strategy
- Research
- Buying
- Execution
- Measurement and monitoring
- Competitor tracking and monitoring

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

## **II.2) Description**

### **II.2.1) Title**

Lot 1 creative

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Lot 1: Creative Agency. This is to appoint a supplier of creative agency services to cover:

- Brand strategy
- Building brand familiarity
- Marketing strategy

### **II.2.11) Information about options**

Options: No

## **II.2) Description**

### **II.2.1) Title**

Lot 2 media buying agency

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Lot 2: Media Buying Agency. This is to appoint a provider of services to include:

- Media purchasing strategy
- Research
- Buying
- Execution
- Measurement and monitoring
- Competitor tracking and monitoring

### **II.2.5) Award criteria**

Quality criterion - Name: pitch / Weighting: 70

Cost criterion - Name: rate card / Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

1 x 1 year extension

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **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: [2021/S 000-008374](#)

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## **Section V. Award of contract**

### **Lot No**

Lot 2

### **Title**

media buying agency

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 January 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Republic of Media

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £1,000,000

Total value of the contract/lot: £1,000,000

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## **Section VI. Complementary information**

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

Lot 1 was not awarded as no clear winner could be determined

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

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

Severn Trent Water Ltd

2 St John's Street

Coventry

CV12LZ

Country

United Kingdom

