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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

Telephone

+44 2477716919

Country

United Kingdom

NUTS code

UKG33 - Coventry

Internet address(es)

Main address

www.stwater.co.uk

I.1) Name and addresses

Hafren Dyfrdwy Cyfyngedig

Wrexham

LL14 4EH

Email

sarah.griffiths-jones@severntrent.co.uk

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

www.hdcymru.co.uk

I.2) Information about joint procurement

The contract involves joint procurement

I.6) Main activity

Water

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

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](#)

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

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

