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Tender

Provision of Nest Creative Services Overflow Studio Framework

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UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-026711

Procurement identifier (OCID): ocds-h6vhtk-0523b5 ([view related notices](#))

Published 23 May 2025, 3:23pm

Scope

Reference

TEN-2526-002

Description

We want to establish Nest as a pension brand in the minds of our members and the working population likely to have a Nest pension at some point during their working lives.

To do this, we recognise that the role of our brand in our communications will become more important than ever.

We've already appointed a strategic brand partner and a production partner to help deliver brand distinctive assets and a brand campaign. We're now looking to build up brand collateral in tools and templates and output delivered in partnership with our in-house creative team.

Commercial tool

Establishes a framework

Total value (estimated)

- £800,000 excluding VAT
- £960,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London
-

Lot 1. Creative overflow studio for PowerPoint services

Description

We're looking for a specialist PowerPoint partner who will act as our adviser, collaborator and co-creator, supporting and helping to guide our template creation, usage, storytelling, basic desktop publishing and ultimately designing our presentations and decks for success. We see this as the brand glue within our organisation that helps us present who we are both internally and externally.

Lot value (estimated)

- £192,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Creative overflow studio for Photography services

Description

We're looking for a photographic production service that can do more than just take stock photography of our members, or business to business customers, events and our staff. We want a service which can embody our purpose - providing financial wellbeing for all - by thinking about how we portray our members authentically, conveying a strong emotional connection. We want you to act as our co-creators and collaborators helping

and supporting us

Lot value (estimated)

- £192,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Creative overflow studio for video services

Description

We're looking for a video production service that can do more than just your run of the mill corporate interview style video. We want a service which can embody our purpose - providing financial wellbeing for all - by thinking about how we capture strong emotional connections to our brand creating a video style that adapts for interviews, vox pops, member and business stories. We want you to act as our co-creators and collaborators helping and supporting us.

Lot value (estimated)

- £192,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 4. Creative overflow studio for design services

Description

We're looking for specialist design partner who will act as our adviser, collaborator and co-creator, supporting and helping to guide our template creation in tools like Creative suite and Canva and support us in setting up occasional prototyping layouts in Figma

Lot value (estimated)

- £192,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 5. Creative overflow studio for content services

Description

We're looking for a specialist content partner that can act as our adviser, collaborator and co-creator, supporting and helping to guide the development and execution of our brand voice and tones of voice by customer journey, segment and channel.

Lot value (estimated)

- £192,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

5

Maximum percentage fee charged to suppliers

0%

Framework operation description

prices by quoted rate cards

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Particular suitability

Lot 1. Creative overflow studio for PowerPoint services

Lot 2. Creative overflow studio for Photography services

Lot 3. Creative overflow studio for video services

Lot 4. Creative overflow studio for design services

Lot 5. Creative overflow studio for content services

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

6 June 2025, 4:00pm

Tender submission deadline

4 July 2025, 12:00pm

Submission address and any special instructions

<https://nesttenders.bravosolution.co.uk>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

19 September 2025

Award criteria

| Name | Description | Type | Weighting |
|---------------------|---|---------|-----------|
| meeting quality | Demonstrating how you could meet the criteria set out under each lot. | Quality | 20% |
| Quality of work | Demonstrating how you could meet the criteria set out under each lot. | Quality | 20% |
| video | Demonstrating how you could meet the criteria set out under each lot. | Quality | 20% |
| resource management | Demonstrating how you could meet the criteria set out under each lot. | Quality | 15% |

| Name | Description | Type | Weighting |
|--------------------|---|-------------|------------------|
| rate cards | Demonstrating how you could meet the criteria set out under each lot. | Cost | 15% |
| account management | Demonstrating how you could meet the criteria set out under each lot. | Quality | 10% |

Other information

Description of risks to contract performance

nest is continuing to grow its Brand and advertising and our creative services needs could exceed the current estimated budget

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

not required as Nest is very aware of the market cosequently there was no need to develop its requirements

Contracting authority

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- Public Procurement Organisation Number: PQGC-5667-VDDT

10 South Colonnade

London

E14 4PU

United Kingdom

Email: procurement@nestcorporation.org.uk

Website: <https://www.nestpensions.org.uk>

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - sub-central government