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Tender

Creative Tender

Construction Industry Training Board

F02: Contract notice

Notice identifier: 2022/S 000-027185

Procurement identifier (OCID): ocids-h6vhtk-036c26

Published 28 September 2022, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

www.citb.co.uk

Peterborough

PE2 8TY

Contact

Grant Carr

Email

grant.carr@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

www.citb.co.uk

Buyer's address

www.citb.co.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-campaign-services./AY9R3K82A9>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

European Institution/Agency or International Organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Tender

Reference number

PROC2022033

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

CITB is looking for a creative agency framework that can support our multi-skilled in-house team to maximise the potential of our campaign and creative work. We are looking to appoint agencies that are creative, flexible and target focused. The successful agencies will know the CITB way, will be able to respond well to client feedback, have a real grasp of working across the whole UK, as well as the separate nations. We are looking for agencies that can inspire us to think differently and provide us with innovative approaches.

II.1.5) Estimated total value

Value excluding VAT: £4,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1 Strategic/Big campaign

Lot 2 Day to day support (quick turnaround work)

II.2) Description

II.2.1) Title

Lot 1 Strategic/Big campaign

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

A creative approach to both campaign development and corporate documents. For example:

Empathise

Insight

Creation

Mockup

Test

Review

Delivery of creative solutions to brief - Offering various creative options, for example at least 3 creative approaches to new campaign work

Work with comms team to understand the requirements and develop a response that answers: What is your brand? What are your business goals? What are your marketing goals? Where is your target audience? What is your budget? Who are we making this for? What is their problem? What do these people do?

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £4,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10) Information about variants

Variants will be accepted: Yes

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/AY9R3K82A9>

II.2) Description

II.2.1) Title

Lot 2 Day to day support (quick turnaround work)

Lot No

2

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

•Recruitment Packs (Board and Council)- working with our governing body the Department for Education to recruit appropriate advocates to represent CITB. Up to £5k each with 1-2 recruitment opportunities each year

•Recruitment Packs (CITB)- working with our Executive team to recruit senior roles within CITB. Up to £3k each with multiple recruitment opportunities each year

•Developing social media assets to support messaging

•Video editing for internal communications- on average 1 video every fortnight

•Publications – for new standards and training modules – these are educational materials

oMaximum of an annual refresh to all materials (see www.shop.citb.co.uk)

oIncluding tone of voice, imagery sourcing, copywriting etc.

•Corporate documents- Annual Report and Accounts, Business Plans, Research reports, Construction Skills Network report, performance reporting –

oMeeting accessibility guidelines

oAssets to support dissemination of reports and raise awareness of our work – this could be in the form of social assets, but also considering infographics for website, internal use and explainer visual assets

oMultipurpose assets that can also be shared with media outlets and our stakeholders such as building federations who have their own communications channels for sharing updates with their members

•Retrieving existing creative from the DAM and updating in line with brief, leaflets, resize of artwork, video editing of user generated content for use on social media, PowerPoint presentations

•Photography/ videography

oAgency to have the capability to collect photos and videos from construction sites (have own PPE) including relevant document to be GDPR compliant e.g. model release forms

oSource and purchase stock photography where required

oEdit videos for internal and external use - [Click here to download](#)

oVideos to include subtitles and CITB logo as a minimum

oCITB need to own all assets

oAnimation – ability to design animation for internal and external use that bring to life and explain complex processes or problems in an engaging and accessible way (these would also need to be translated into Welsh). Subtitles where needed and appropriate

•Digital Asset Management –

oUpload of all artwork files and following procedure,

oUpload of images to include permissions where needed.

oUpload Consent Forms

oRemove old artwork when we are updating campaign materials to avoid duplication

•Copywriting and proof reading

•Stakeholder engagement

oThis will include on occasions working directly with other CITB internal teams such as publications or research teams.

oCreate engaging support materials

•Welsh- Rework artwork to fit Welsh language. Approximately 70% of design work to be translated (by 3rd party) and therefore creative re-worked to fit new text.

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

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This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10) Information about variants

Variants will be accepted: Yes

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.2.14) Additional information

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Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

28 October 2022

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

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GO Reference: GO-2022928-PRO-21035223

VI.4) Procedures for review

VI.4.1) Review body

Construction Industry Training Board

Bircham Newton

King's Lynn

PE31 6RH

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+44 3004567000

Country

United Kingdom