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Contract

## **Provision of Media Buying**

Driver & Vehicle Licensing Agency

F03: Contract award notice

Notice identifier: 2022/S 000-029262

Procurement identifier (OCID): ocds-h6vhtk-03768c

Published 18 October 2022, 9:13am

### **Section I: Contracting authority**

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

Driver & Vehicle Licensing Agency

Longview Road,Clase

SWANSEA

SA67JL

#### **Contact**

Dale Best

#### **Email**

[dale.best@dvla.gov.uk](mailto:dale.best@dvla.gov.uk)

#### **Telephone**

+44 1792788214

#### **Country**

United Kingdom

**Region code**

UKL18 - Swansea

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.gov.uk>

**I.4) Type of the contracting authority**

National or federal Agency/Office

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Provision of Media Buying

Reference number

PS/21/223

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

- 79341000 - Advertising services

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

Services

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

The services needed are full media planning services including providing an evidence-based response to the Agency brief with supporting rationale. The supplier must be able to fulfil the following:

- Excellent relationship management and ability to effectively work with senior stakeholders and other suppliers
- Ability to provide strong and relevant media recommendations and insight to support the media planning to meet specified KPIs
- Ability to work at pace and to tight deadlines
- Ability to bring the latest innovations into the planning as appropriate to meet specified campaign KPIs
- Access to the latest media consumption information for the specified target audiences
- Ability to plan multiple campaigns in parallel (subject to Cabinet Office approvals)

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

This contract is divided into lots: No

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

Value excluding VAT: £800,000

## **II.2) Description**

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

- 79341000 - Advertising services

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

NUTS codes

- UKL - Wales

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

The Procurement route taken is a direct award via CCS framework RM6123 - Lot 1: Strategic Media Activation (Media Buying). This allows a single contract with one agency to provide an integrated, end-to-end service for media buying with no further competition needed. This route provides the most advantageous combination of quality and value for money, and aligns with government's "framework first" sourcing policy.

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

Price

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

Options: No

### **II.2.14) Additional information**

Cost is estimated

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The Procurement route taken is a direct award via CCS framework RM6123 - Lot 1: Strategic Media Activation (Media Buying). This allows a single contract with one agency to provide an integrated, end-to-end service for media buying with no further competition needed. This route provides the most advantageous combination of quality and value for money, and aligns with government's "framework first" sourcing policy.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

17 October 2022

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

Number of tenders received: 1

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

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

MANNING GOTTLIEB OMD

90 - 100 Sothwark Street

London

SE1 0SW

Country

United Kingdom

NUTS code

- UKI - London

Companies House

2078820

The contractor is an SME

No

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

Total value of the contract/lot: £800,000

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## **Section VI. Complementary information**

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

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

High Court

London

Country

United Kingdom