This is a published notice on the Find a Tender service: https://www.find-tender.service.gov.uk/Notice/030236-2023

Tender

Tender for the Provision of Media Buying & Paid Social Media Services

S4C

F02: Contract notice

Notice identifier: 2023/S 000-030236

Procurement identifier (OCID): ocds-h6vhtk-040bbd

Published 13 October 2023, 11:33am

Section I: Contracting authority

I.1) Name and addresses

S4C

Canolfan S4C yr Egin, Heol y Coleg

Caerfyrddin

SA31 3EQ

Email

manon.edwards-ahir@s4c.cymru

Telephone

+44 3305880402

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

https://s4c.cymru

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0674

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

https://www.s4c.cymru/en/tenders/

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

http://sell2wales.gov.wales

I.4) Type of the contracting authority

Other type

A statutory corporation

I.5) Main activity

Other activity

Media and broadcasting services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tender for the Provision of Media Buying & Paid Social Media Services

II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

S4C is seeking through this tender process to enter into one or more contract(s) for the supply of the following services. Tenders are invited for individual lots (contracts) or for a combination of lots (packages) as set out below.

Lot 1: Advising, planning, booking and reviewing media campaigns to promote S4C content and services

Lot 2: Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

II.1.5) Estimated total value

Value excluding VAT: £213,477

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Advising, planning, booking and reviewing media campaigns to promote S4C content and services

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 Advertising services
- 79341400 Advertising campaign services

II.2.3) Place of performance

NUTS codes

UKL - Wales

II.2.4) Description of the procurement

Advising, planning, booking and reviewing media campaigns to promote S4C content and services as described in more detail in the Invitation to Tender.

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

24

This contract is subject to renewal

Yes

Description of renewals

12 months

II.2.10) Information about variants

Variants will be accepted: No

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) Description

II.2.1) Title

Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 Advertising services
- 79341400 Advertising campaign services

II.2.3) Place of performance

NUTS codes

• UKL - Wales

II.2.4) Description of the procurement

Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services as described in more details in the Invitation to Tender.

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

24

This contract is subject to renewal

Yes

Description of renewals

12 months

II.2.10) Information about variants

Variants will be accepted: No

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Companies should be able to demonstrate a successful track record in media buying and paid social media services as well as a proven understanding of Wales and the Welsh media environment. Experience in television marketing and promotions would be an advantage.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

17 November 2023

Local time

12:00pm

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

English, Welsh

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

17 November 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 3 years

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

See Invitation to Tender Document for all relevant information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=135453.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(WA Ref:135453)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom