

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](mailto: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](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](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](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