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Contract

Consumer Awareness Campaigns Strategy

OFCOM

F03: Contract award notice

Notice identifier: 2023/S 000-031539

Procurement identifier (OCID): ocds-h6vhtk-03c69d

Published 25 October 2023, 6:04pm

Section I: Contracting authority

I.1) Name and addresses

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

Email

procurementnotice@ofcom.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.ofcom.org.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Consumer Awareness Campaigns Strategy

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

This project will support us to deliver campaigns to build awareness as required over the next 2 years. Initially the Supplier will be required to create an awareness campaign which will explain the online safety regime to the public and affected markets that we regulate. In particular to build understanding that this is not a content takedown approach (as with broadcasting complaints), and to ensure the public understands how it can engage with the regulatory regime. We may also require one campaign focused on engaging with B2B channels, ensuring that the 400,000 or so platforms understand the requirements on them under the regime.

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: £400,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This project will support us to deliver campaigns to build awareness as required over the

next 2 years. Initially the Supplier will be required to create an awareness campaign which will explain the online safety regime to the public and affected markets that we regulate. In particular to build understanding that this is not a content takedown approach (as with broadcasting complaints), and to ensure the public understands how it can engage with the regulatory regime. We may also require one campaign focused on engaging with B2B channels, ensuring that the 400,000 or so platforms understand the requirements on them under the regime.

II.2.5) Award criteria

Quality criterion - Name: Consumer campaign proposal / Weighting: 20%

Quality criterion - Name: B2B campaign proposal / Weighting: 20%

Quality criterion - Name: Campaign project team / Weighting: 20%

Quality criterion - Name: Account management and support / Weighting: 10%

Quality criterion - Name: Social Value / Weighting: 10%

Cost criterion - Name: Price / Weighting: 20%

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

This tendering exercise is being undertaken using the Jaggaer electronic tendering system at <https://ofcom.bravosolution.co.uk>. Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given is for the full duration of the contract including any extension options (if applicable). The estimated annual contract value is £200,000.

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-012914](#)

Section V. Award of contract

Title

Consumer Awareness Campaigns Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 October 2023

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

M&C Saatchi World Services LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court - Royal Courts of Justice

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The High Court - The Royal Courts of Justice

London

Country

United Kingdom