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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](mailto: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

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## **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.

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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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

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

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## **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

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## **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