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Contract

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

S4C

F03: Contract award notice

Notice identifier: 2024/S 000-032215

Procurement identifier (OCID): ocds-h6vhtk-04515a

Published 8 October 2024, 11:53am

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.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 a contract for the supply of the following services:

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

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: £250,000

II.2) Description

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

S4C requires the successful tenderer to:

- work as strategic partner with the S4C marketing team to create and execute a strategic media plan (including a social media plan for S4C dovetailing into the broader media campaign)
- maximise S4C resources and deliver its core objectives of attracting audiences, current and new, to the channel and S4C content across all relevant platforms in keeping with S4C's audience strategy and priorities;
- develop a media and social media buying strategy for the duration of the contract as outlined in the tender, taking into consideration the goals, budgets, timing, audience reach, frequency, costs, and evaluation measurements set by S4C for the campaign;
- have a detailed understanding of all UK media and social media channels and their value to S4C, underpinned with extensive media research understanding the nuance of Welsh language broadcasting and more generally up-to-date audience behaviours for content consumption in Wales and beyond;
- have an in-depth understanding of the media and culture and social media landscape in Wales and beyond and in particular the viewing habits of the Welsh language audience at whatever point they are with their linguistic ability;
- plan, advise and manage media campaigns both for long term brand campaigns and for individual projects briefed by S4C across any and all media including but not limited to outdoor, radio, television, press, ambient and digital (excluding social ads);
- plan, advise and manage social media adverts for projects briefed by S4C (approximately 3 payable campaigns per month) across any and all social media including planning, budget allocation, asset creation and fulfilment of ads;
- negotiate favourable rates with media owners and present a campaign plan with costs for approval by S4C;
- be able to respond flexibly to short lead times and booking requests;
- be responsible and accountable for clear communication of correct specifications and delivery requirements between the media owners and S4C staff;
- weekly tracking performance and 'end of' campaign reporting, including social media reporting to produce both weekly and long term reporting;
- keep S4C abreast of new media developments and promotion opportunities in Wales

and trends within the digital media;

- undertake all necessary script/music clearance for content to be used by the media owners;
- offer advice on best practice and utilise research insight and data (both S4C data and market data) to underpin the media and digital marketing strategy and how this will inform the consideration set for our campaigns;
- attend meetings virtually or at S4C offices as required; and
- work in a collaborative and complementary way with the S4C in-house campaigns team especially in relation to media planning, digital and in-house projects (where relevant) and with the Brand & Creative team in relation to asset creation.

II.2.5) Award criteria

Quality criterion - Name: Experience capabilities and qualifications / Weighting: 25

Quality criterion - Name: Knowledge and understanding of S4C's requirements for providing the service & insight to identify future opportunities / Weighting: 25

Quality criterion - Name: Timeline, method statements and standard of support services / Weighting: 25

Price - Weighting: 25

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 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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-011757](#)

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

3 October 2024

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

Golley Slater Recruitment Advertising (Cardiff)

Wharton Place, Wharton Street

Cardiff

CF101GS

Telephone

+44 2920396396

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)

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section VI. Complementary information

VI.3) Additional information

See Invitation to Tender Document for all relevant information

(WA Ref:145093)

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