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Tender

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

Menter a Busnes

F02: Contract notice

Notice identifier: 2022/S 000-032629

Procurement identifier (OCID): ocds-h6vhtk-038616

Published 17 November 2022, 12:43pm

Section I: Contracting authority

I.1) Name and addresses

Menter a Busnes

Y Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY23 3AH

Email

gwenith.elias@menterabusnes.co.uk

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

https://menterabusnes.cymru/

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0860

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

www.sell2wales.gov.wales

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.sell2wales.gov.wales

I.4) Type of the contracting authority

Other type

Economic Development Company

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ten brands from "hero" categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 32417000 Multimedia networks
- 79342000 Marketing services
- 79413000 Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

• UKL - Wales

II.2.4) Description of the procurement

Description of the goods or services required:

Ten brands from "hero" categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

Objectives:

- -Raising consumer awareness for individual Welsh food and drink brands across Wales and GB to be measured pre and post campaign
- -Gaining the most campaign impact for budget by effectively targeting target audiences based on their attitudes

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 February 2023

End date

31 May 2023

This contract is subject to renewal

No

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.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

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: No

IV.2) Administrative information

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

Date

3 January 2023

Local time

1:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

3 January 2023

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

MEDIA PLANNING & BUYING FOR WELSH HERO BRANDS

Description of the goods or services required:

Ten brands from "hero" categories within the Welsh Food & Drink sector seek to create a collaborative approach to consumer marketing, using highly targeted, measurable omnichannel media planning and technology that will identify audiences in Wales and GB, based on their attitudes and behaviours.

Every brand will have an individual omnichannel media plan that will be dependent on their individual marketing objectives and target audiences, but the overall campaign will run across 3 months.

Objectives:

- -Raising consumer awareness for individual Welsh food and drink brands across Wales and GB to be measured pre and post campaign
- -Gaining the most campaign impact for budget by effectively targeting target audiences based on their attitudes

The Campaign:

- -The campaign will run across multiple communication channels including (but not limited to) Out of home advertising, TV, VOD and Digital
- -Each brand's advertising will require a different omnichannel marketing strategy dependent on their individual objectives and target audiences
- -Target audiences will vary for each brand and will be based on demographic and attitudinal insight
- -Looking for an innovative approach to targeting audiences that will maximise campaign impact within budget

Other Requirements:

-Detailed and measurable campaign report outputs. These will be crucial to measure the success of the campaign and document learnings. This should include breakdown of impressions and the most cost-effective impressions as well as the most valuable targeted impressions

Total quantity or scope of tender:

Time frame: over 4 months from February-May 2023.

The selected agency will be expected to deliver a strategic media schedule which works to the KPIs and within a indicative budget of GBP 200,000

3 Conditions for Participation

Minimum standards and qualification required:

- -Proven experience in working with Welsh food and drink brands
- -Expertise in digital targeting across a wide range of communication channels
- -Experienced in using innovative consumer targeting platforms
- -Proven reliability in delivering successful campaigns
- -Proven experience in delivering campaigns that are highly cost-effective and impactful
- 5 Other Information

Additional Information:

Please indicate rationale for spend attribution based on the key objectives outlined. This should include some suggested activities within each communication channel you propose. An example of one target audience has been included as an additional document - please provide some examples of the strategy you would use to best target this audience. This proposal will be for demonstrative purpose only, upon award of contract a full brief will be provided so that a final media schedule can be drawn up.

Information required: Outline proposal and rationale, experience in project delivery, proposed team, quote. Max word count: 5 pages of A4 (size 12 font) or 10 PowerPoint slides. This application should include team credentials.

Submissions must reflect the competencies listed in Section 3, and proposals will be

assessed against each. Following the Sell2Wales tender process, applicants who meet the competencies in Section 3 may be required to attend an in person meeting.

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=126701.

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:126701)

The buyer considers that this contract is suitable for consortia.

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