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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](mailto: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](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](http://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](http://www.sell2wales.gov.wales)

**I.4) Type of the contracting authority**

Other type

Economic Development Company

**I.5) Main activity**

Economic and financial affairs

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## **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

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**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

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## **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

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## **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](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](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