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Not applicable

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

S4C

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-033563

Procurement identifier (OCID): ocds-h6vhtk-040bbd

Published 14 November 2023, 10:05am

Section I: Contracting authority/entity

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

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 one or more contract(s) for the supply of the following services. Tenders are invited for individual lots (contracts) or for a combination of lots (packages) as set out below.

Lot 1: Advising, planning, booking and reviewing media campaigns to promote S4C content and services

Lot 2: Advising, planning, booking and reviewing paid social media campaigns to promote S4C content and services

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2023/S 000-030236](#)

Section VII. Changes

VII.1) Information to be changed or added

VII.2) Other additional information

Q&A Clarification / Egluro ymateb i gwestiwn

To clarify the answer given to the following question:

c. Is there's anything preventing an agency submitting in both Lots using the total budget allocation in both Lots under separate submissions?

Please take the following as the correct answer:

The total guide budget allocated in the brief is the total for the whole campaign. For the purpose of this tender process, if the agency is submitting for one Lot only, it would be expected to use its expertise to determine how much of the budget it should allocate towards that particular Lot. In reality, the agency would be expected to work with the other successful tenderer to decide how the total budget would be allocated between the media channels.

I egluro yr ateb i'r cwestiwn canlynol:

c. A oes unrhyw beth yn atal asiantaeth rhag cyflwyno yn y ddau Lot gan ddefnyddio cyfanswm y dyraniad cyllideb yn y ddau Lot o dan gyflwyniadau ar wahân?

Cymerwch y canlynol fel yr ateb cywir:

Cyfanswm y cyllideb a ddyrannwyd yn y briff yw cyfanswm yr ymgyrch gyfan. At ddibenion y broses dendro hon, os yw'r asiantaeth yn cyflwyno am un Lot yn unig, byddai disgwyl iddo ddefnyddio ei harbenigedd i benderfynu faint o'r gyllideb y dylai ei dyrannu tuag at y Lot penodol hwnnw. Mewn gwirionedd, byddai disgwyl i'r asiantaeth weithio gyda'r tendrwr llwyddiannus arall i benderfynu sut y byddai cyfanswm y gyllideb yn cael ei dyrannu rhwng sianeli'r cyfryngau.