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Tender

Marketing and Creative Services for The Royal Mint

The Royal Mint

F02: Contract notice

Notice identifier: 2023/S 000-033810

Procurement identifier (OCID): ocds-h6vhtk-041a22

Published 15 November 2023, 3:48pm

Section I: Contracting authority

I.1) Name and addresses

The Royal Mint

Llantrisant

Pontyclun

CF72 8YT

Contact

Grace Osborne

Email

grace.osborne@royalmint.com

Telephone

+44 1443623665

Country

United Kingdom

Region code

UKL15 - Central Valleys

Internet address(es)

Main address

<https://www.royalmint.com/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://royalmint.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://royalmint.bravosolution.co.uk/>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and Creative Services for The Royal Mint

Reference number

57294

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Royal Mint has a requirement for the provision of marketing and creative services.

II.1.5) Estimated total value

Value excluding VAT: £3,250,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

II.2) Description

II.2.1) Title

Marketing Ideation and Campaign Delivery

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL15 - Central Valleys

II.2.4) Description of the procurement

Suppliers will be expected to deliver creative concepts and solutions to a specific brief. This could be a brand, product or themed campaign. The supplier will be asked to develop the overarching creative concept/messaging and be able to produce assets for the media plan.

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: £1,500,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to renewal on expiry

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

II.2) Description

II.2.1) Title

Social Media Strategy and Asset Delivery

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKL15 - Central Valleys

II.2.4) Description of the procurement

Initial support developing The Royal Mint's social media strategy across established and new channels (paid and earned). Ongoing need for brand and themed content series relevant to the channel (e.g. Tik Tok, LinkedIn and Instagram) as well as channel insight and technical advise.

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: £750,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to renewal on expiry

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

II.2) Description

II.2.1) Title

Marketing Content

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL15 - Central Valleys

II.2.4) Description of the procurement

Marketing content for The Royal Mint's channels this could be planned and briefed as part of a wider campaign or an ad hoc request for quick turn around. Examples include video production and editing, B2B materials such as sales presentations, translations or adverts, animations, copywriting, social media series or graphics.

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: £1,000,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Contract subject to renewal on expiry

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.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 9

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

Date

15 December 2023

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

15 December 2023

Local time

12:01pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

The Royal Mint

Llantrisant

Country

United Kingdom