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Contract

Provision of Brand Planning Services

National Employment Savings Trust (NEST)

F03: Contract award notice

Notice identifier: 2024/S 000-034284

Procurement identifier (OCID): ocids-h6vhtk-048585

Published 23 October 2024, 11:44am

Section I: Contracting authority

I.1) Name and addresses

National Employment Savings Trust (NEST)

10 South Colonnade 1st floor

London

E14 4PU

Contact

1

Email

procurement@nestcorporation.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.nestpensions.org.uk

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

Provision of Brand Planning Services

II.1.2) Main CPV code

- 79341100 - Advertising consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Nest Corporation have awarded a contract to build a new and long-term brand strategy which supports our refreshed purpose. Key to this will be the development of our first brand-building campaign.

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: £170,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Nest Corporation have awarded a contract to build a new and long-term brand strategy which supports our refreshed purpose. Key to this will be the development of our first brand-building campaign.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90%

Cost criterion - Name: Cost / Weighting: 10%

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 000-023609](#)

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

1 October 2024

V.2.2) Information about tenders

Number of tenders received: 11

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

V.2.3) Name and address of the contractor

Atomic London Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £170,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom