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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): ocds-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**

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#### **Email**

[procurement@nestcorporation.org.uk](mailto:procurement@nestcorporation.org.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.nestpensions.org.uk](http://www.nestpensions.org.uk)

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

Body governed by public law

**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**

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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

London

Country

United Kingdom