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Tender

Media and Social Media Monitoring, Insight and Evaluation

OFGEM

F02: Contract notice

Notice identifier: 2022/S 000-035465

Procurement identifier (OCID): ocds-h6vhtk-038da2

Published 15 December 2022, 10:42am

Section I: Contracting authority

I.1) Name and addresses

OFGEM

10 South Colonnade, Canary Wharf

London

E14 4PU

Contact

Kay Meehan

Email

procurement2@ofgem.gov.uk

Telephone

+44 2079017000

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<http://www.ofgem.gov.uk>

Buyer's address

https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA10021

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.mytenders.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.mytenders.co.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media and Social Media Monitoring, Insight and Evaluation

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

This procurement is for the provision of both social media monitoring, and media monitoring services encompassing print, online and broadcast, including the provision of a secure online portal to be used to analyse and evaluate media and generate reports on media coverage as required. This Contract will be delivered through two specific lots:

- Lot 1 – Media Monitoring, Insight and Evaluation
- Lot 2 – Social Media Monitoring, Insight and Evaluation

II.1.5) Estimated total value

Value excluding VAT: £267,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media Monitoring, Insight and Evaluation

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79311000 - Survey services
- 79311300 - Survey analysis services
- 79312000 - Market-testing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Media Monitoring Service shall include the following elements:

- Print monitoring – complete daily monitoring of specified keywords and topics within regional, national and international print media, including industry and consumer titles. This should be presented within a daily morning summary and include a downloadable PDF copy of each relevant printed article. It should also be available to view and download on the tenderer's online portal.
- Online monitoring – complete daily monitoring of specified keywords and topics within regional, national and international news website content, as well as monitoring of non-written online content such as infographics and imagery. Links and PDF copies of each relevant online mention should be presented within the daily morning media summary and on the online portal.
- Broadcast media – complete daily monitoring of specified keywords and topics on regional and national television, radio and web broadcasts. Broadcasted items shall be made available in digital form for Ofgem to access via the morning summary and on the online portal.
- Online portal – provision of a secure, online portal in which Ofgem can access, analyse

and evaluate media coverage whenever necessary.

- Evaluation and reporting – the provision of human-driven evaluation and reporting of the monitored media for Ofgem, which could be provided monthly or quarterly.

- All media monitoring, analysis and evaluation services detailed in this specification will be provided remotely, i.e., via email and online portal, so no specific sites or facilities are required.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Ofgem reserves the right to extend the contract for up to 2 x 12 month periods

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.2.14) Additional information

Please see attached 2022-093 Media & Social Media Monitoring, Insight and Evaluation

ITT for further information

II.2) Description

II.2.1) Title

Social Media Monitoring, Insight and Evaluation

Lot No

2

II.2.2) Additional CPV code(s)

- 72212500 - Communication and multimedia software development services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 48481000 - Sales or marketing software package
- 48480000 - Sales, marketing and business intelligence software package
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79312000 - Market-testing services
- 79311000 - Survey services
- 79311300 - Survey analysis services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Social Media Monitoring Service shall include the following elements:

- Social Analytics - Access to analytics from a range of social media platforms including, but not limited to, Twitter, Facebook and LinkedIn.
- Share of voice and sentiment analysis – Access to in-built tools that define our share of

voice compared to others across social media platforms.

- Custom dashboards – The ability to create a series of custom dashboards relating to specific search terms, filtered by a range of criteria. Dashboards should allow for data visualisation for use in wider impact reporting.

- Advanced search options – The service will allow users to search data in detailed ways e.g., using Boolean to refine search results.

- All social media monitoring, analysis and evaluation services detailed in this specification will be provided remotely, i.e., via email and online portal, so no specific sites or facilities are required

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

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

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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.2.14) Additional information

Please see attached 2022-093 Media & Social Media Monitoring, Insight and Evaluation ITT for further information.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see attached 2022-093 Media & Social Media Monitoring, Insight and Evaluation ITT for further information.

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see attached 2022-093 Media & Social Media Monitoring, Insight and Evaluation ITT for further information.

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

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: [2022/S 022-225909](#)

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

Date

18 January 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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

18 January 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: After the initial contract period or any extension option utilised

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Please see attached 2022-093 Media & Social Media Monitoring, Insight and Evaluation ITT for further information.

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at

https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=228286.

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.mytenders.co.uk/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.

(MT Ref:228286)

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

Cabinet Office

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>