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Contract

Lead Digital Marketing Partner for Fundraising and Youth Marketing

The Prince's Trust

F03: Contract award notice

Notice identifier: 2024/S 000-038848

Procurement identifier (OCID): ocds-h6vhtk-04585e

Published 3 December 2024, 9:36am

Section I: Contracting authority

I.1) Name and addresses

The Prince's Trust

Prince's Trust House, 9 Eldon Street

London

EC2M 7LS

Email

david.washbrook@princes-trust.org.uk

Telephone

+44 800842842

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.princes-trust.org.uk

Buyer's address

www.princes-trust.org.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

Lead Digital Marketing Partner for Fundraising and Youth Marketing

Reference number

CA14070 -

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The preferred supplier will cover campaign strategy and planning; creative development (where applicable); media buying; channel integration; campaign delivery and optimisation; reporting and evaluation.

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: £2,276,544

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom
- UKI - London

Main site or place of performance

UK

II.2.4) Description of the procurement

The preferred supplier will cover campaign strategy and planning; creative development (where applicable); media buying; channel integration; campaign delivery and optimisation; reporting and evaluation.

The agency will be our lead digital marketing partner for Fundraising and Youth Marketing, and will work alongside our brand agency partner, and other suppliers (e.g. designers and digital tools etc), where relevant.

Additional tasks, where appropriate, may include: annual strategic planning against

priorities, sharing best practice digital marketing and social media advice and guidance; delivering awareness digital campaigns to grow brand awareness and shift perceptions; conducting audits to improve our digital systems (e.g. email marketing and PPC); and supporting with Onboarding Design recommendations (e.g. website and email pilots).

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70.00%

Cost criterion - Name: Financials / Weighting: 30.00%

II.2.11) Information about options

Options: Yes

Description of options

60 month(s) from the commencement date, with 24 initial month(s) and option to extend 3x12 month(s)

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

Restricted 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 000-014853](#)

Section V. Award of contract

Contract No

CA14070

Title

Lead Digital Marketing Partner for Fundraising and Youth Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 December 2024

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

TMW Unlimited

7-11 Lexington Street,

London

W1F 9AF

Email

hfullerton@tmwunlimited.com

Telephone

+44 7825720870

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

www.tmwunlimited.com

The contractor is an SME

No

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

Total value of the contract/lot: £2,276,544

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court

Strand

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The High Court

Strand

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom