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Contract

## **Provision of a test and lean Digital Programmatic Campaign**

National Employment Savings Trust (NEST)

F03: Contract award notice

Notice identifier: 2024/S 000-040365

Procurement identifier (OCID): ocds-h6vhtk-043ae4

Published 16 December 2024, 7:41am

### **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**

[alison.slade@nestcorporation.org.uk](mailto:alison.slade@nestcorporation.org.uk)

#### **Telephone**

+44 2030563652

#### **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 a test and lean Digital Programmatic Campaign

Reference number

TEN 2425 001

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This contract is awarded for Nest Scheme, which is used for managing members contributions into the scheme, providing valuations of member's pension pots within the

scheme, and paying member's benefits out of the scheme (including the transfer of funds into and out of member's other pension pots)

#### **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: £340,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

The Contract is awarded to undertake a test and learn campaign approach to understand how programmatic digital advertising can best be used to reach our members online and drive specific actions from them.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality & Technical / Weighting: 75%

Cost criterion - Name: Cost / Weighting: 25%

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option 1 includes the production of a creative element

Option 2 excludes the production of a creative element

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **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 000-005280](#)

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## **Section V. Award of contract**

### **Contract No**

TEN-2425 001

### **Title**

Digital Media Services for a test and learn Programmatic Campaign

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

28 November 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 15

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

### **V.2.3) Name and address of the contractor**

The Kite Factory

Second Floor, 55 New Oxford Street Camden

London

WC1A 1BS

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £340,000

Total value of the contract/lot: £340,000

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## **Section VI. Complementary information**

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

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

High Court

London

Country

United Kingdom