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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

1

Email

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

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 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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom