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Tender

Advertising Creative Agency

AFFINITY WATER LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-040601

Procurement identifier (OCID): ocds-h6vhtk-04c8bd

Published 17 December 2024, 1:50pm

Section I: Contracting entity

I.1) Name and addresses

AFFINITY WATER LIMITED

Tamblin Way

HATFIELD

AL109EZ

Contact

Alison Winser

Email

alison.winsler@affinitywater.co.uk

Telephone

+44 7776212173

Country

United Kingdom

Region code

UKH23 - Hertfordshire

Companies House

02546950

Internet address(es)

Main address

www.affinitywater.co.uk

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Creative Agency

Reference number

C-04230

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Services relating to advertising creative including:

- Brand narrative, strategy and planning
- Brand positioning and architecture
- Advertising creative
- Advertising production (TV and radio)
- Digital content and video production
- Social media advertising
- Behaviour change

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

All services relating to advertising creative including:

- Brand narrative, strategy and planning
- Brand positioning and architecture
- Advertising creative
- Advertising production (TV and radio)
- Digital content and video production
- Social media advertising
- Behaviour change

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Up to 2 years extension

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

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

Date

10 January 2025

Local time

1:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

13 January 2025

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Affinity Water Ltd

Hatfield

AL10 9EZ

Country

United Kingdom