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Tender

TEN-2526-026 (PA2023) Everyday Investor 5

Nest Corporation

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-057676

Procurement identifier (OCID): ocds-h6vhtk-059d0f ([view related notices](#))

Published 18 September 2025, 12:16pm

Scope

Description

Nest is seeking an agency to support the delivery, execution and review of two complementary communications plans that will raise awareness of Nest and help demystify pensions and investing for our members. The first plan focuses on phase 5 of our Everyday Investor campaign, which will showcase Deep Green's innovative use of data centre heat to provide free heating for local swimming pools, demonstrating how pension investments create real-world community benefits through compelling human-centred storytelling.

The second plan involves designing and delivering an influencer-led content series that will work in harmony with content on our platforms - making pensions and investing feel accessible and relatable to our target audiences.

Total value (estimated)

- £195,000 excluding VAT
- £234,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 30 November 2026
- Possible extension to 30 November 2027
- 2 years

Description of possible extension:

1 year extension to cover any unforeseen delays.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

25 September 2025, 11:59pm

Tender submission deadline

14 October 2025, 11:59pm

Submission address and any special instructions

<https://nesttenders.bravosolution.co.uk>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

28 October 2025

Award criteria

Name	Type	Weighting
Approach to project - Everyday Quality Investor 5		40%
Approach to project - Influencer-led content series	Quality	30%
Cost	Cost	15%
Experince	Quality	10%
Team Bios	Quality	5%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

No market engagement undertaken, as requirements are defined.

Contracting authority

Nest Corporation

- Public Procurement Organisation Number: PQGC-5667-VDDT

10 South Colonnade

London

E14 4PU

United Kingdom

Email: procurement@nestcorporation.org.uk

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - sub-central government