

United Kingdom-London: Advertising and marketing services

OJ S 92/2015 13/05/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Genesis Housing Association Ltd

Postal address: Atelier House, 64 Pratt Street, Camden

Town: London

Postal code: NW1 0DL

Country: United Kingdom

Contact person: Procurement Department

E-mail: customer.services@genesisha.org.uk

Telephone: +44 2075630120

Internet address(es):

General address of the contracting authority: <http://www.genesisha.org.uk>

Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA4662

Electronic access to information: www.mytenders.org

Electronic submission of tenders and requests to participate: www.mytenders.org

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

Other: Registered Social Landlord

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: Central Government Departments, their agencies and non-departmental public bodies

Official name: Land Registry

Official name: Local Authorities

Official name: English Heritage

Official name: Community Land Trusts

Official name: Olympic Park Legacy Company

Official name: GLA Group

Official name: ALMOS

Official name: Fire Authority

Official name: Education Establishments

Official name: Police Authorities

Official name: Registered Providers / Housing Associations

Official name: Almshouses

Official name: A local asset backed vehicle or asset investment vehicle between a body listed and a private sector partner

Official name: The City of London Corporation

Official name: Transport for London

Official name: Greater London Authority

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Framework for the Provision of Media Buying Services, Digital Agency and Creative Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: London.

NUTS code UKI London

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement
: 7

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 1 and 20 000 000 GBP

II.1.5. Short description of the contract or purchase(s)

Genesis' corporate strategy is to build a minimum of 1 000 units per year for the next 5 years. There will be an equal split between market rent, private sale, shared ownership (London and Outside London), Affordable Rent (London and Outside London). Market Rent, Private Sale and Shared Ownership will be the core of this tender.

These properties will be built predominantly within 26 core boroughs within and outside London. The development programme/Sales & Marketing programme is based around Genesis' investment strategy of building homes in areas requiring regeneration or areas that are socially deprived, in order to create sustainable communities specifically aimed at people, place and the environment they live in. Our developments therefore incorporate mixed tenure residential, commercial and community living spaces.

Genesis require innovative media buying, digital agency and creative services providers to assist in the marketing of these units.

Note: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at http://www.myTenders.org/Search/Search_Switch.aspx?ID=153610

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at http://www.myTenders.org/sitehelp/help_guides.aspx

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79342100 Direct marketing services, 79341400 Advertising campaign services, 79822500 Graphic design services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Lot 1: Media Buying (The Authority considers that the value of services in terms of total amount payable over the framework terms is approximately 2 000 000 GBP relating to Genesis' requirements);

Lot 2: Digital Agency Services (The Authority considers that the value of services in terms of total amount payable over the framework terms is approximately 1 000 000 GBP relating to Genesis' requirements);

Lot 3: Creative Services (The Authority considers that the value of services in terms of total amount payable over the framework terms is approximately 1 000 000 GBP relating to Genesis' requirements).

The Framework will also be available to the following:

*Central Government Departments, their agencies and non-departmental public bodies:

Land Registry

Local Authorities

English Heritage

Community Land Trusts

Olympic Park Legacy Company

GLA Group

ALMOs

Fire Authority

Education Establishments

Police Authorities

Registered Providers / Housing Associations

Almshouses

A local asset backed vehicle or asset investment vehicle between a body-listed and a private sector partner:

The City of London Corporation

Transport for London

Greater London Authority

Suppliers should note that it is GHA's intention that, in relation to each Lot there will be the flexibility under the Framework for call-off contracts to be awarded using either of the following methods i) Direct Award or ii) Mini Tender. For the avoidance of doubt, GHA is under no obligation to award contracts to any or all of the appointed providers.

Estimated value excluding VAT:

Range: between 1 and 20 000 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 48 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Media Buying

1) Short description

One of Genesis' key aims over the next five years is to improve and increase its digital services, to reflect the changing needs of its customers, tenants and leaseholders.

Correspondingly the volume of digital marketing will increase, from c. 30 % of marketing spend to over 50 % in 2015/2016, and 60 % the year after. The aim is to increase Genesis' reach to its core audiences, while also supporting greater value for money. The approximate spend on in-scope services for Media Buying in 2014-2015 were 550 000 GBP

2) CPV code(s)

79342000 Marketing services, 79341000 Advertising services, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79342100 Direct marketing services, 79341400 Advertising campaign services

3) Quantity or scope

The following activities are included within scope of service;

*Research, planning and proposing media buying strategies that support Genesis' Marketing objectives, work in conjunction with Genesis' chosen Digital and Creative Agencies, are sympathetic with Genesis' marketing activities and are in keeping with Genesis' Brand Guidelines.

*Provision of a media strategy, on a weekly basis, with a detailed plan for each development and campaign, within agreed budgets, showing proposed media, demographic data and the cost of advertising, excluding design

*Provide best value on all media buying activities, ensuring that it meets Genesis' Value for Money Strategy

*Booking offline, outdoor and online advertising, excluding pay per click.

*Booking and managing delivery services, including leafleting direct to homes, at retail units, train stations and any other relevant location.

*Ensure that media activities drive lead volumes to the website or Customer Relations team, and/or raise awareness of the Genesis brand, within targeted budgetary requirements

*Identifying, researching and recommending new advertising opportunities.

Estimated value excluding VAT:

Range: between 1 and 2 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 48 (from the award of the contract)

5) Additional information about lots

Lot No: 2

Lot title: Digital Agency Services

1) Short description

One of Genesis' key aims over the next five years is to improve and increase its digital services, to reflect the changing needs of its customers, tenants and leaseholders.

Correspondingly the volume of digital marketing will increase, from c. 30 % of marketing spend to over 50 % in 2015/2016, and 60 % the year after. The aim is to increase Genesis' reach to its core audiences, while also supporting greater value for money. The approximate spend on in-scope services for Digital Services in 2014-2015 were 225 000 GBP

2) CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79342100 Direct marketing services, 79341400 Advertising campaign services

3) Quantity or scope

The digital marketing providers will support Genesis with the following activities:

*Planning, developing and implementing innovative digital marketing strategies that support Genesis' Marketing objectives.

*Maintain the Genesis Sales & Lettings website – www.genesishahomes.org.uk – within SLAs, ensuring that site maintenance is carried out at times that least affect Genesis' customers.

*Support the development and maintenance of a new Sales & Lettings website/Scheme Microsites, which:

- provides an improved customer journey,
- provides greater functionality,
- enables customers or enquirers to register and apply for services online,
- is responsive at its core, working across all digital devices seamlessly,
- reduces the administration time of loading and removing content, including developments,
- links to Genesis' chosen CRM system – Microsoft Dynamics 2011,
 - Is in keeping with the Genesis brand guidelines and main Genesis website – www.genesisha.org.uk

*Identify and recommend a Content Management System that is designed with usability in mind, reducing the amount of time it takes to upload new content, while providing a wide and feature-rich set of tools.

*Develop creative email and banner concepts that support improved open and click through rates, lead generation and provide value for money.

*Provide advice, support and guidance on Pay per Click adwords, in support of SEO activity, with a focus on driving increased traffic to the Genesis website and decreasing cost per click.

*Create and produce written, video and other media content for the Genesis Sales & Lettings website and any other required media activity, that support improved awareness of Genesis and its products and services, dwell time on the Genesis Sales & Lettings website and drive greater cross-selling.

*Other details on scope are found in the PQQ.

Estimated value excluding VAT:

Range: between 1 and 1 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 48 (from the award of the contract)

5) Additional information about lots

Lot No: 3

Lot title: Creative Services

1) Short description

One of Genesis' key aims over the next five years is to improve and increase its digital services, to reflect the changing needs of its customers, tenants and leaseholders.

Correspondingly the volume of digital marketing will increase, from c. 30 % of marketing spend to over 50 % in 2015/2016, and 60 % the year after. The aim is to increase Genesis' reach to its core audiences, while also supporting greater value for money. The approximate spend on in-scope services for Creative Services in 2014-2015 were 225,000 GBP

2) CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79342100 Direct marketing services, 79341400 Advertising campaign services

3) Quantity or scope

The Creative Agency will support Genesis with this goal, while ensuring activities reach the target audience in the most cost effective way. The following activities are included within this remit:

*Planning, developing and implementing innovative creative marketing strategies that support Genesis' Marketing objectives, work in conjunction with Genesis' chosen Digital Agency, are sympathetic with Genesis' digital marketing activities, and are in keeping with Genesis' Brand Guidelines

*Ensure that activities drive lead volumes to the website or Customer Relations team, and/or raise awareness of the Genesis brand, within targeted budgetary requirements

*Develop creative advertising (newspaper, magazine, outdoor, leaflets, direct mail, Ad-Vans, other creative opportunities as needed) that support briefed objectives, lead generation, brand awareness, and value for money.

*Design sales brochures, leaflets and other printed literature to support the sale of Genesis developments, products and services.

*Copywriting.

*Redraw technical floor plans and site maps into versions that are understandable to the general public, are accurate to the design requirements of the building and are outputted for use in printed literature (e.g. the sales brochure) and online (e.g. Genesis website, third party websites, emails).

*Draw suitable area maps for required developments that highlight important/interesting locations in the area and fit the design and format of the accompanying sales brochure, which can be outputted for use in printed literature (e.g. the sales brochure) and online (e.g. Genesis website, third party websites, emails).

*Develop, plan and produce creative radio and TV advertising that support the briefed objectives, lead generation, brand awareness and provide value for money.

*Provide digital or printed proofs of all marketing collateral prior to the release of any marketing collateral to any third party, other Genesis agency or to Genesis itself.

*Provide a digital solution for the storage of all Genesis literature and imagery, providing real-time access to low-res and hi-res versions of the literature and imagery, both for Genesis and

any third party nominated by Genesis, specifically including Genesis' chosen Digital and Media Agencies.

Estimated value excluding VAT:

Range: between 1 and 1 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 48 (from the award of the contract)

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5

Objective criteria for choosing the limited number of candidates: As detailed in the PQQ documentation.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

9.6.2015 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

22.6.2015

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

(MT Ref:153610).

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Royal Courts of Justice The Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: The contracting authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of contract is communicated to tenderers. Applicants who are unsuccessful shall be informed by GHA as soon as possible after the decision has been made as to the reasons why the Applicant was unsuccessful. If an appeal regarding the award of a contract has not been

successfully resolved, the Public Contracts Regulations 2006 (SI 2006 No 5) provide for aggrieved parties who have been harmed or who are at risk of harm by a breach of the rules to take action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the contracting authority to amend any document and may award damages. If the contract has been entered into the court may depending on the circumstances award damages, make a declaration of ineffectiveness, order the contracting authority to pay a fine, and/or order that the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow parties to apply to the Courts to set aside the award decision before the contract is entered into.

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

8.5.2015