

United Kingdom-London: Advertising and marketing services

OJ S 93/2020 13/05/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Post Office Ltd

Postal address: Finsbury Dials, 20 Finsbury Street

Town: London

NUTS code: UKI London

Postal code: EC2Y 9AQ

Country: United Kingdom

Contact person: Susy Page

E-mail: susy.page@postoffice.co.uk

Internet address(es):

Main address: www.postoffice.co.uk

Address of the buyer profile: www.postoffice.co.uk

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://postoffice.wax-live.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://postoffice.wax-live.com>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Postal services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media Planning and Buying Services including Attribution Modelling and Management of Affiliates and Aggregators

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Post Office seeks to enter into contracts for:

Lot one: Media Planning and Buying services to help the Post Office identify and select the best media channels in which to place its marketing activity for brand/propositions, products and services and manage and deliver the media buying aspect of those channels and the provision of any relevant tools (including reporting tools). This includes attribution modelling including econometric modelling.

Lot two: Management of Affiliates (publishers who promote Post Office products who are recruited through direct relationships and the contracted Affiliate Network) and Aggregators (Price Comparison Websites) to enhance relationships, identify new relationships, grow performance, deliver reporting and process payments.

II.1.5. Estimated total value

Value excluding VAT: 115 000 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Media Planning and Buying Services including Attribution Modelling

Lot No: one

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341000 Advertising services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Post Office seeks to enter into a contract for lot one with one supplier (a contract or contracts could be awarded to one supplier for more than one lot or all lots) to cover media planning and buying services to help the Post Office identify and select the best media channels in which to place its marketing activity for brand/propositions, products and services and manage and deliver the media buying aspect of those channels and the provision of any relevant tools (including reporting tools). The channels currently include AV (audio visual such as TV), radio, OOH (Out of Home), print, digital, social, PPC and influencer and media partnerships but could be subject to change.

The Post Office also has an increasing focus on marketing effectiveness and requires attribution modelling including econometrics to accurately measure the impact of marketing activity on key performance metrics. The models will support marketing planning and campaign optimisation improving overall marketing performance to drive greater efficiencies and return on investment. The modelling needs to consider all customer touchpoints across our marketing and digital channels (our channels currently include AV (audio visual such as TV, radio, OOH (Out of Home), print, digital, social, PPC, affiliates, aggregators and influencer and media partnerships) demonstrating the value and return on investment of each touch point and touchpoints in combination.

Suppliers need to have experience in media planning and buying for sectors relevant to the Post Office which has a diverse retail network of owned and franchised branches across the

UK and is multi disciplined offering financial services (e.g insurance, foreign exchange, everyday banking) and telecoms provision as well as postal services.

The estimated value of this lot is in the range of GBP 12.5 m to GBP 65 m ex VAT over 5 years. This includes the value of our media buying spend which is currently in the range of GBP 7-9 m ex VAT annually for this lot. Please note that all figures given are subject to change and Post Office cannot guarantee these.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 65 000 000,00 GBP

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

Duration in months: 60

This contract is subject to renewal: yes

Description of renewals:

2 years initial term and option of three 1 year extensions.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3 Maximum number: 7 Objective criteria for choosing the limited number of candidates:

Post Office will invite to tender the highest scoring applicants on the basis of the criteria set out in the SQ.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Option of three 1 year extensions after the initial 2 year term.

II.2.13. Information about European Union funds

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

II.2.14. Additional information

II.2. Description

II.2.1. Title

Management of Affiliates and Aggregators

Lot No: Two

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Post Office seeks to enter into one contract for lot two with one supplier (a contract or contracts could be awarded to one supplier for more than one lot or all lots) to cover management of affiliates (publishers who promote Post Office products who are recruited through direct relationships and the contracted affiliate network) and aggregators (Price Comparison Websites). This includes growing performance by enhancing relationships and identifying new relationships, deliver reporting and processing payments. We are planning to in house elements of this service and this will be clarified at RFP stage. This service could be provided through a third party.

Suppliers need to have experience in affiliate and aggregator management for sectors relevant to the Post Office which has a diverse retail network of owned and franchised branches across the UK and is multi-disciplined offering financial services (e.g. insurance, foreign exchange, everyday banking) and telecoms provision as well as postal services.

The estimated value of this lot is in the range of GBP 5 m to GBP 50 m ex VAT over 5 years. Please note that all figures given are subject to change and Post office cannot guarantee these.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 50 000 000,00 GBP

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

Duration in months: 60

This contract is subject to renewal: yes

Description of renewals:

2 years initial term and option of three 1 year extensions.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

Post Office will invite to tender the highest scoring applicants on the basis of the criteria set out in the SQ.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Option of three 1 year extensions after the initial 2 year term.

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

As detailed in the procurement documents.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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

IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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

Date: 10/06/2020 Local time: 15:00

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

Date: 13/07/2020

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

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Suppliers instructions concerning how to express an interest in this tender.

Suppliers who are interested in this requirement will need to register on the Post Office

eSourcing portal and access the following project AA1050 Media Planning and Buying SQ.

They will need to complete and submit a selection questionnaire and NDA on the Post Office eSourcing portal.

To do this please access the portal using this link: <https://postoffice.wax-live.com>

This will take you to a log on screen.

Click on the 'Register Here' button.

This will take you to a registration form to complete and submit which will result in an email giving log in/activation details.

Please note that the log on/activation email may appear in your spam folder.

The instructions can also be found at the following link: <http://corporate.postoffice.co.uk/media/46624/web3-user-guide-supplier-log-on-and-register.pdf>

If there are issues logging in please email both susy.page@postoffice.co.uk and emma.usherwood@postoffice.co.uk for assistance.

Training materials for use of our portal for suppliers is at <http://corporate.postoffice.co.uk/media/46623/web3-user-guide-sourcing-supplier-guide.pdf>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Post Office Ltd

Postal address: Head Office — Finsbury Dials, 20 Finsbury Street

Town: London

Postal code: EC2Y 9AQ

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Post Office will provide notification of intention to award which will allow bidders a 10-day period to raise any enquiry.

VI.5. Date of dispatch of this notice

11/05/2020