

**United Kingdom-Coventry: Advertising and marketing services**

**OJ S 150/2019 06/08/2019**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Orbit Group Ltd

Postal address: Garden Court, Harry Weston Road, Binley Business Park

Town: Coventry

NUTS code: UK United Kingdom

Postal code: CV3 2SU

Country: United Kingdom

Contact person: Procurement Team

E-mail: [procurementhelp@orbit.org.uk](mailto:procurementhelp@orbit.org.uk)

Telephone: +44 2476438394

**Internet address(es):**

Main address: <http://www.housingprocurement.com>

Address of the buyer profile: <http://www.orbit.org.uk>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://procontract.due-north.com/Advert/Index?advertId=365c3a67-19b5-e911-80f8-005056b64545>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://procontract.due-north.com/Advert/Index?advertId=365c3a67-19b5-e911-80f8-005056b64545>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Housing and community amenities

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

OG — Media Buying Services and Related Consultancy — PP988

Reference number: DN426923

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Orbit are seeking a partner to provide advice, guidance and support with respect to procuring media services and consultancy where required. This will be a 3-year contract with the ability to extend to 5 years in annual increments subject to satisfactory performance.

The output from this work will be a more value geared media buying service that will be impact measured and managed effectively to ensure Orbits profile and sales opportunities are maximised.

For more information about Orbit Group and its subsidiaries please visit <https://www.orbitgroup.org.uk/>

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

Orbit Group Ltd seeks to engage an agency partner with whom to develop and deliver a comprehensive media buying and consultancy service which will generate sustained strength and profile for the company with which to drive recognition, sales and a positive profile.

We are relying on tenderers to include sufficient information in their tender documentation so we can understand and evaluate their proposed approach, expertise and suitability for the opportunity.

It is expected that the agency shall:

- be capable of delivering value for money, as well as providing excellent customer service,
- be willing and capable of working in partnership with other agencies and specialists to deliver an effective media buying service,
- implement media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve,
- act in an open and transparent manner with Orbit Group Ltd and its representatives in delivering the services.

This tender opportunity is being run via the e-procurement portal 'Procontract'. If not already registered, your company can register for free via [www.housingprocurement.com](http://www.housingprocurement.com). Once registered you will need to search for the opportunity and register your interest to access all the relevant documentation and submit your response. You must submit your tender through ProContract no later than the dates specified on ProContract ('the Deadline').

The following information must be provided:

- questionnaire response,
- supporting information to questions asked,
- signed appendices,
- pricing schedule.

Tenders may be submitted at any time before the closing date.

Tenders received before this deadline will be retained unopened until the opening date.

All clarification questions must be raised via the portal.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

**II.2.6. Estimated value**

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

Duration in months: 60

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**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 IV: Procedure**

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**IV.1. Description**

**IV.1.1. Type of procedure**

Open procedure

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

**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: 03/09/2019 Local time: 12:00

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

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

English

**IV.2.7. Conditions for opening of tenders**

Date: 03/09/2019 Local time: 12:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1.**

**Review body**

Official name: Royal Courts of Justice

Postal address: Strand, Holborn

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

02/08/2019