

UK-London: advertising services

2005/S 52-050318

CONTRACT NOTICE

Services

This contract is covered by the Government Procurement Agreement (GPA): No.

SECTION I: CONTRACTING AUTHORITY

- I.1) **Official name and address of the contracting authority:**
Central Office of Information, Hercules Road, UK-London SE1 7DU . Tel.: 020 7261 8358. Fax: 020 7261 8360. E-mail: drmappquery@coi.gsi.gov.uk.
- I.2) **Address from which further information can be obtained:**
As in I.1.
- I.3) **Address from which documentation may be obtained:**
E-mail: drmappagent@coi.gsi.gov.uk.
- I.4) **Address to which tenders/requests to participate must be sent:**
- I.5) **Type of contracting authority:**
Central level.

SECTION II: OBJECT OF THE CONTRACT

- II.1) **Description**
- II.1.1) **Type of works contract:**
- II.1.2) **Type of supplies contract:**
- II.1.3) **Type of service contract**
Service category: 13.
- II.1.4) **Framework agreement:**
Yes.
- II.1.5) **Title attributed to the contract by the contracting authority:**
UK-London: 05/03 direct marketing agency services.
- II.1.6) **Description/object of the contract:**
The Central Office of Information (COI) is an Executive agency, which provides publicity services to government departments and agencies and to other publicly funded organisations. It is regarded as a centre of excellence for all government communications.
COI, the Contracting Authority, is appointing a roster of Direct Marketing Agencies to provide their direct marketing communication activity within the UK. The roster, once appointed, will be in place for four years and during this period agencies, based on their relevant skill set and experience, will be invited to 'pitch' for each direct marketing project as it arises. Work is allocated on a project basis only and these projects vary

enormously in scope, size and tenure. A position on the roster does not automatically guarantee an award of work.

The COI Direct Marketing Agency roster will be responsible for the strategic and creative development of all COI direct marketing communications. Typically, contracted agencies, if appointed to a project, will be responsible for strategic and creative input and output and occasional responsibility for complete project management and production of a campaign. Agencies will be expected to liaise and work collaboratively with the COI team and all other COI supplier companies relevant to the completion of individual projects.

The COI aims to appoint a range of agencies whose main business is in the strategic and creative delivery of direct marketing. Their business must be rooted in direct marketing; they must excel strategically and creatively and be able to demonstrate a mixture of sector and audience experiences. A strong ethos for direct marketing practices; a demonstration of all direct media usage, offline and online, a focus on planning, evidence of analysis and evaluation techniques and an inspirational creative product are fundamental requirements of each agency.

Contracted agencies must be armed to deliver campaigns that drive response, encourage attitudinal change and, in the longer-term, achieve a behavioural change in their audience. Agencies will be asked to communicate difficult subject matter and highly sensitive, issues based messages; to communicate with new audiences not easily reached or addressed before. The work will be both rewarding and challenging and agencies will need to demonstrate initiative, innovation and flair in all aspects of their service delivery.

The nature of governmental work can mean that policies are changed or halted which in turn can mean concepts and campaigns are rejected or stopped at the eleventh hour. As a result, any appointed roster agency will have to be pragmatic, flexible and above all, resilient and be prepared to meet a challenging brief, time and again. Advertising services.

II.1.7) **Site or location of works, place of delivery or performance:**

II.1.8) **Nomenclature**

II.1.8.1) **Common Procurement Vocabulary (CPV):**

74410000.

II.1.8.2) **Other relevant nomenclature (CPA/NACE/CPC):**

II.1.9) **Division into lots:**

No.

II.1.10) **Will variants be accepted:**

No.

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

It is not possible to give a precise undertaking of the amount or value of work required as this varies from year to year. However, as an indication, historically the annual spend in this category has been around 5 000 000 GBP.

II.2.2) **Options. Description and time when they may be exercised:**

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

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) **Conditions relating to the contract**

- III.1.1) **Deposits and guarantees required:**
- III.1.2) **Main terms of financing and payment and/or reference to the relevant provisions:**
- III.1.3) **Legal form to be taken by the grouping of suppliers, contractors or service providers to whom the contract is awarded:**
- III.2) **Conditions for participation**
 - III.2.1) **Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for the evaluation of the minimum economic, financial and technical capacity required:**
 - III.2.1.1) **Legal position – means of proof required:**
 - III.2.1.2) **Economic and financial capacity – means of proof required:**
 - (b) the submission of the firm's balance sheets or extracts there from, where publication of a balance sheet is required under company law in the country in which the supplier is established;
 - (c) a statement of the firm's overall turnover and its turnover in respect of the goods to which the contract relates for the previous three financial years.
 - III.2.1.3) **Technical capacity – means of proof required:**
 - III.3) **Conditions specific to services contracts**
 - III.3.1) **Provision of the service is reserved to a specific profession:**

No.
 - III.3.2) **Legal entities required to state the names and professional qualifications of the personnel responsible for execution of the contract:**

No.

SECTION IV: PROCEDURE

- IV.1) **Type of procedure:**

Restricted.
- IV.1.1) **Candidates already selected:**
- IV.1.2) **Justification for the choice of accelerated procedure:**
- IV.1.3) **Previous publication concerning the same contract**
 - IV.1.3.1) **Prior information notice concerning the same contract:**
 - IV.1.3.2) **Other previous publications:**
- IV.1.4) **Envisaged number of suppliers which will be invited to tender:**
- IV.2) **Award criteria:**

The most economically advantageous tender in terms of:
Criteria as stated below:

 - 1: strategic planning,
 - 2: creativity,
 - 3: relevant experience,
 - 4: flexibility,
 - 5: innovation,

- 6: customer service,
 - 7: market and audience insight,
 - 8: value for money,
 - 9: multi-disciplines.
- In descending order of priority: No.

IV.3) Administrative information

IV.3.1) Reference number attributed to the file by the contracting authority:

UK-London 05/03 Direct Marketing Agency Services.

IV.3.2) Conditions for obtaining contract document and additional documents:

Obtainable until: 18.4.2005.

IV.3.3) Time-limit for receipt of tenders or requests to participate:

25.4.2005. Time: 17:00.

IV.3.4) Dispatch of invitations to tender to selected candidates:

IV.3.5) Language or languages in which tenders or requests to participate can be drawn up:

English.

IV.3.6) Minimum time frame during which the tenderer must maintain its tender:

IV.3.7) Conditions for opening tenders

IV.3.7.1) Persons authorised to be present at the opening of tenders:

IV.3.7.2) Date, time and place:

SECTION VI: OTHER INFORMATION

VI.1) Non-mandatory notice:

VI.2) Indication whether this procurement is a recurrent one and the estimated timing for further notices to be published:

VI.3) The contract relates to a project/programme financed by EU funds:

No.

VI.4) Additional information:

GO reference: GO 05031130/02.

VI.5) Date of dispatch of this notice:

13.3.2005.