



Crown
Commercial
Service

Bid Pack 3

Your Offer

RM6003 – Media Buying



Contents

How to use this document.....	2
Part A – Selection Stage	3
Part B - Award.....	22
Part C – Quality Evaluation	25
Part D – Price Evaluation	55
Part E – Final Decision to Award.....	60

1. Guidance

1.1 Your Offer is split into five parts:

Part A – Selection

Part B – Award

Part C – Quality Evaluation

Part D – Price Evaluation

Part E – Final Decision to Award

1.2 **Your bid must be entered into the eSourcing suite.** We can only accept bids that we receive through the eSourcing suite.

1.3 Your bid must be completed by the organisation that will be responsible for providing the services, if your bid is successful.

1.4 In the case of a consortium, the bid must be completed by one of the members, on behalf of all the members.

1.5 Parts 2 and 3 of the selection questionnaire must be completed for each organisation that you intend to rely on to meet the selection requirements.

1.6 Do not upload any attachments we haven't asked for.

1.7 Make sure you answer every question.

1.8 You must submit your bid before the bid submission deadline, take a look at paragraph 3 "Timelines for the competition" in [Framework Needs](#)).

1.9 It will be our decision if we accept bids submitted after the bid submission deadline.

1.10 If anything is unclear, or you are unsure how to complete your bid submission, you can raise a question before the clarification question deadline, via the eSourcing Suite. Take a look at paragraph 3 "Timelines for the competition" and paragraph 4 "When and how to ask questions" in [Framework Needs](#).

Part A – Selection Stage

2. European Single Procurement Document (ESPD)

- 2.1** We can only accept the European Single Procurement Document (ESPD) Parts II and III. These Parts correspond to Parts 2 and 3 of our selection questionnaire, which can be answered by uploading a copy of the ESPD Parts II and III only, in the eSourcing Suite.
- 2.2** If you wish to submit an ESPD (note, this is optional), further details on how to complete it can be found on the [EU Commission website](#).

3. Selection process

- 3.1** After the bid submission deadline we will begin with compliance checks.
- 3.2** We check all bids to make sure we have received everything we have asked for.
- 3.3** We may seek clarification of any information you provide. Don't forget to check for messages in the eSourcing Suite throughout the competition. You must log on to the eSourcing Suite and access your message inbox for this competition to check for messages.
- 3.4** If your bid is not compliant we will reject your bid and you will be excluded from the competition. We will tell you why your bid is not compliant.
- 3.5** Not all selection questions need guidance as the questions are self-evident. However other questions such as the financial question, require a process to be undertaken before we can assess your response. In those instances we have told you what we will do in the green boxes.
- 3.6** We will evaluate your responses using the guidance given in the green boxes.

4. Selection criteria

- 4.1** We may reject your bid or exclude you from the competition at the selection stage for any of the following reasons:
- i) If you receive a "Fail" for any of the selection questions.
 - ii) Where any of the information you have provided proves to be false or misleading.
 - iii) Where you have broken any of the competition rules in Part B of [Framework Needs](#), or not followed the instructions given.
- 4.2** We will tell you if your bid has been rejected or you have excluded at the selection stage.
- 4.3** If your bid is successful, section 2 and 3 of the selection questionnaire must be completed for each company that you intend to rely on to meet the selection requirements. This is all the companies you name in your answer to question 2.12.1. If this information cannot be provided, or one of the companies fails a question in section 3, our offer of a framework agreement may be withdrawn.
- 4.4** Please also be aware if you win a place on the framework, you will have to provide all certificates/evidence that you have told us in the selection questionnaire via self-certification that you have before you will be able to bid for any call off contracts through this framework.
- 4.5** You need to complete all 10 sections of the selection questionnaire in the eSourcing Suite.

The sections you need to complete are as follows:

Section 1 – Starter Questions

*Section 2 – Company Details

*Section 3 – Exclusion Grounds

Section 4 – Financial Risk

Section 5 – Technical and Professional Ability

Section 6 – Modern Slavery Act 2015

Section 7 – Cyber Essentials Scheme and CESG CHECK Penetration Testing

Section 8 – Insurance

Section 9 – Framework Population Template

Section 10 – Declaration

*The responses to sections 2 & 3 can be provided by attaching Parts II and III of your ESPD.

Section 1 - Selections Questionnaire

Starter Questions

Evaluation Guidance

The following questions will be evaluated PASS/FAIL. Your bid will FAIL, if you do not answer 'Yes' to all the questions in this section.

Question number	Question	Your Response
1.1	Do you agree to the competition rules, set out in Part B of the Framework Needs document?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.2	Do you accept the draft Terms and Conditions as set out in Attachment 6 - Framework Agreement Terms and Conditions	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.3	Do you confirm you have the skills, resources and experience to carry out all of the requirements in the Customer Needs document? This may be through the use of key sub-contractors or a consortium.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section 2 – Company Details

Guidance

This is essential information which we will use to verify who you are and what your approach is. Please comply by answering all questions in this section.

This section 2 is not evaluated.

Question number	Question	Your response
2.1	<p>Do you want to submit a completed EU ESPD in response to the questions in Part 2 and Part 3 of this questionnaire?</p> <p>If Yes – please attach a copy of your completed ESPD and</p> <p>complete questions 2.2, 2.4, 2.5, 2.7 (and 2.7.1 if applicable), 2.8 (and 2.8.1 if applicable), 2.9.4 if applicable, 2.11 and 2.12.</p> <p>You will also have to complete Parts 1 and 4.</p> <p>If No – please answer all questions.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.2	<p>Tell us your company details:</p> <ul style="list-style-type: none"> a) Name b) Registered office address c) Registered website address (if applicable) d) Date of company registration e) Company registration number f) DUNS number g) VAT number 	Enter in table
2.3	<p>Tell us your trading status:</p> <ul style="list-style-type: none"> a) public limited company b) limited company c) limited liability d) other partnership e) sole trader f) OTHER 	Use pick list
2.3.1	If you chose "OTHER" for question 2.3 please give details or enter N/A	Text box
2.4	<p>Tell us if you are registered with any professional or trade register in your member state:</p> <p>Yes No N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
2.4.1	If yes to question 2.4, please give details, or enter N/A	Text box
2.5	<p>Tell us if you need to be legally authorised, or be a member of an organisation, in order to provide the Customers' needs:</p> <p>Yes No N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

2.5.1	If yes, to question 2.5 please give details, or enter N/A	Text box
2.6	Trading name that will be used, if successful in this competition	Text box
2.7	Tell us if you have any relevant classifications: a) Voluntary Community Social Enterprise (VCSE) b) Sheltered Workshop c) Public service mutual d) OTHER e) N/A	Use pick list
2.7.1	If you chose "OTHER" for question 2.7 please give details, or enter N/A	Text box
2.8	Tell us if you are a Small Medium Enterprise (SME) ¹ : Yes No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.9	Tell us if you have an immediate parent company? Yes, you have an immediate parent company No, you don't have an immediate parent company	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.9.1	If Yes, to question 2.9 please give details of your immediate parent company a) Name b) Registered Office address c) Registration number d) Head office DUNS number e) Head office VAT number	Text Box
2.10	Tell us if you have an ultimate parent company? Yes, you have an ultimate parent company No, you don't have an ultimate parent company	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.10.1	If Yes, to question 2.10 give details of your ultimate parent company a) Name b) Registered Office address c) Registration number d) Head office DUNS number e) Head office VAT number	Text box

¹ The definition of small and medium sized enterprises (SMEs) is a business having less than 250 employees, and having an annual turnover of less than £40M (€50M) OR a balance sheet of less than £35M(€43M), and not significantly being controlled by, or in control of, other enterprises.

Question number	Question	Your response
2.11	Tell us if you are bidding as a consortium or as a single provider? A single organisation The lead member of a group or a consortium	Option list
2.11.1	What is the name of the group or consortium? Please enter N/A if not applicable	Text box
2.11.2	If you are the lead member of the group or consortium, please submit Attachment 10 with the following details for each member: <ul style="list-style-type: none"> • Name (registered name if registered) • Registration number if applicable • DUNS number (of head office, if applicable) • VAT number • Role the member will play in the deliverables • Member' s % share of total contract value 	Upload as Attachment
2.11.3	What is the proposed legal structure for the group or consortium? Please enter N/A if not applicable.	Text box
2.12	Tell us if you, as a single provider, or consortium, intend to use key sub-contractors to help you deliver the requirements? Yes No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.12.1	Please submit Attachment 11 with the following details for each key sub-contractor: <ul style="list-style-type: none"> • Name (registered name if registered) • Registration number if applicable • DUNS number (of head office, if applicable) • VAT number • Role the key sub-contractor will play in delivery • Subcontractor's % share of total contract value 	Upload as an attachment

Section 3 - Exclusion Grounds

Evaluation Guidance

You must provide an answer to the following questions on behalf of all organisations you are relying on to pass the selection criteria (as listed in question 2.13).

This means:

- a) you;
- b) any of your consortium members; and,
- c) any other organisations that you rely on to meet the selection criteria, (these could be parent companies, affiliates, associates, or key sub-contractors).

Question 3.0 will be evaluated PASS/FAIL. Your bid will FAIL, if you do not answer 'No' to question 3.0 and you FAIL the self-cleaning evaluation.

Question 3.4 will be evaluated PASS/FAIL. Your bid may FAIL if you answer 'Yes' and you FAIL the self-cleaning evaluation.

Self-cleaning evaluation guidance

If you have any declared any convictions related to any of the '**Mandatory**', '**Discretionary**' or **Tax related offences listed** under the [Public Contracts Regulations 2015](#) (See PCR Regulations 57(1), 57(2), 57(3) and 57(8)) you will be contacted to provide evidence of your self-cleaning.

For evidence of self-cleaning you should provide the following:

- a) If you were required to pay any financial compensation, evidence that you have paid or made arrangements to pay this compensation.
- b) The facts and circumstances relating to each conviction. This may include details of the investigation carried out by the relevant authorities; and
- c) Evidence that you have taken measures to prevent any reoccurrence.

Your bid will **FAIL** the self-cleaning evaluation if any of the following occurs:

- i. You fail to provide evidence of self-cleaning by the date we ask you to submit it;
- ii. The self-cleaning evidence you provide is not sufficient; or
- iii. The seriousness of the offence is unacceptable.

If you fail the self-cleaning evaluation and it is for a MANDATORY exclusion offence, then your bid will be rejected.

If you fail the self-cleaning evaluation and it is for a DISCRETIONARY or TAX RELATED offence, we may reject your bid.

This process will be applied to all instances where self-cleaning is required.

Question number	Question	Your response

3.0	<p>Do you have any convictions to declare within the last 5 years (see guidance above)?</p> <p>If Yes, refer to self-cleaning guidance above</p> <p>If No, you can submit N/A to questions 3.1, 3.2 and 3.3</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.1	<p>If you answered Yes to question 3.0, tells us about your conviction(s), specifically:</p> <p>Who does the conviction belong to?</p> <p>What was the conviction for?</p> <p>When was the conviction received?</p> <p>Date of conviction, specify which of the grounds listed the conviction was for and the reasons for conviction.</p> <p>If the relevant documentation is available electronically please provide the web address, issuing authority and precise reference of the documents.</p> <p>Please enter N/A if not applicable.</p>	Text box
3.2	<p>Do you have the necessary 'self-cleaning' evidence available upon request?</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
3.3	<p>If you have answered Yes to question 3.0 and question 3.2 have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (self-cleaning):</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
3.4	<p>Regulation 57(3)</p> <p>Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions?</p> <p>Yes</p> <p>No</p> <p>N/A</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

3.5	<p>If you have answered yes to question 3.4, please provide further details (self-cleaning):</p> <p>Please also confirm you have paid, or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines;</p> <p>Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction; and</p> <p>Identity of who has been convicted.</p> <p>Please enter N/A if not applicable.</p>	Text box
-----	---	----------

Section 4 – Financial Risk		
Question number	Question	Your response
4.0	Would you, or any of the members of the group or consortium, prefer us to carry out the financial risk score and financial risk assessment on a guarantor?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.1	If you have answered Yes to question 4.0, give details of your guarantor: <ul style="list-style-type: none"> • Name (registered name if registered) • Office address (registered address if registered) • Registration number if applicable DUNS number (of head office, if applicable)	Enter in e-sourcing suite
4.2	If you have answered Yes to question 4.0, please confirm that your nominated guarantor has agreed to complete the framework guarantee prior to any award being made and comply with [Framework Schedule 9: Guarantee]	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

Evaluation Guidance

Your financial risk will be evaluated PASS/FAIL.

What we will do to assess your financial risk

1

We will use a credit reference agency (Dun & Bradstreet) to get a financial risk score (D&B Failure Score) for you and any members of your consortium or any nominated guarantor(s).

If the financial risk score is **65** or more, or there is an equivalent international score, you will receive a PASS for this question.

2

If the score is less than **65** or no financial risk score is available then we will ask for copies of your financial statements, audited if applicable, for the two most recent years.

If there are no financial statements available, we will ask for other information including:

- a statement of turnover, profit and loss account/income statement, balance sheet/statement of financial position and statement of cash flow for the most recent period of trading;
- forecast financial statements and cash for the current year and a bank letter outlining the current cash and credit position; and/or
- an alternative means of demonstrating financial status.

If the information we ask for is not provided you will 'FAIL' this question and your bid may be rejected.

3

We will then use the information provided at stage 2 above to assess the level of financial risk using our financial risk assessment template, Attachment 3. If the level of financial risk is **unacceptable**, you will FAIL this question.

If the level of risk is **acceptable with mitigating actions**, and you have not already nominated a guarantor we will ask you to name a guarantor.

If you have nominated a guarantor and your nominated guarantor's level of financial risk is **unacceptable**, you will FAIL this question and your bid may be excluded.

4

If you name a guarantor, stages 1, 2 and 3 above will be repeated in respect of the guarantor. If you cannot provide a guarantor whose level of financial risk is **acceptable**, or you cannot provide a guarantor, you will FAIL this question and your bid may be excluded.

If any member of a consortium has a level of financial risk which is **unacceptable**, and you cannot provide a guarantor whose level of financial risk is **acceptable**, then you will FAIL this question and the consortium bid may be excluded.

We may require bidders to provide a guarantee/bond at the award of the first call off contract, in the event that the bidder is awarded a framework agreement.

Section 5 – Technical and Professional Ability

5.1 Evaluation Guidance

The Authority makes no guarantee of business under the framework and spend may fluctuate year on year, depending on a number of factors, e.g. Customer requirements, government policy etc. The successful agency must therefore be able to support this level of flexibility when providing the services yet have a demonstrable capability to deliver a framework of this size and scale which primarily utilises UK media channels. As such, the Authority requires that bidders have previous UK billings of at least £150m net net in the calendar year 2017.

Where bidders are responding as part of a Consortium or joint venture then the lead contact must provide their annual UK billings which must meet the minimum, detailed above.

This is a PASS/FAIL question. If you fail to select option YES, you will be unable to continue in the Procurement.

Confirmation should be made by selecting the applicable response from the drop down response box below.

Providing a YES response means that the bidder has received billings in excess of £150million net net in the calendar year 2017.

If you are unable to confirm that you have received billings in excess of £150million net net in the calendar year 2017, by selecting NO then you will be unable to continue in the procurement.

The Authority reserves the right to verify the accuracy of your response and may request additional evidence.

If the Authority is not satisfied with the evidence provided then you may be excluded from further participation in this process.

Marking Scheme	Evaluation Criteria
Pass	The bidder has received UK billings in excess of £150million net net in the calendar year 2017.
Fail	The bidder has <u>NOT</u> received UK billings in excess of £150million net net in the calendar year 2017. OR This question has not been answered.

Section 5 – Technical and Professional Ability	
5.2 Evaluation Guidance The Authority requires that bidders have experience of buying ALL media channels as part of their UK billings in the calendar year 2017, as detailed in Bid Pack 2 – Customer Needs.	
Question number	Question
	<p>This is a PASS/FAIL question. If you fail to select option YES, you will be unable to continue in the Procurement.</p> <p>This requirement can be evidenced through the use of key sub-contractors. Please note all key sub-contractors must be listed in your response to question 2.12.1</p> <p>Confirmation should be made by selecting the applicable response from the drop down response box below.</p> <p>Providing a YES response means that the bidder has experience of buying ALL media channels as part of their UK billings in the calendar year 2017, as detailed in Bid Pack 2 - Customer Needs paragraph 1.11.4</p> <p>If you are unable to confirm that you have experience of buying ALL media channels as part of their UK billings in the calendar year 2017, as detailed in Bid Pack 2 - Customer Needs paragraph 1.11.4 and select NO then you will be unable to continue in the procurement.</p> <p>The Authority reserves the right to verify the accuracy of your response and may request additional evidence.</p> <p>If the Authority is not satisfied with the evidence provided then you may be excluded from further participation in this process.</p>
Marking Scheme	Evaluation Criteria
Pass	The bidder has bought ALL media channels as part of their UK billings in the calendar year 2017, as detailed in the Bid Pack 2 - Customer Needs paragraph 1.11.4
Fail	The bidder has <u>NOT</u> bought ALL media channels as part of their UK billings in the calendar year 2017, as detailed in Bid Pack 2 - Customer Needs paragraph 1.11.4 OR This question has not been answered.

Section 5 – Technical and Professional Ability

5.3 Evaluation Guidance

The Authority requires that bidders have experience of buying domestic and international media in the calendar year 2017. International experience must include Americas, EMEA (Europe, the Middle East and Africa) and APAC (Asia Pacific).

Question
number

Question

This is a PASS/FAIL question. If you fail to select option YES, you will be unable to continue in the Procurement.

Confirmation should be made by selecting the applicable response from the drop down response box below.

Providing a **YES** response means that the bidder has experience of buying domestic and international media in the calendar year 2017, in line with the evaluation criteria.

If you are unable to confirm that you have experience of buying domestic and international media in the calendar year 2017, in line with the evaluation criteria, and select **NO** then you will be unable to continue in the procurement.

The Authority reserves the right to verify the accuracy of your response and may request additional evidence.

If the Authority is not satisfied with the evidence provided then you may be excluded from further participation in this process.

Marking Scheme

Evaluation Criteria

Pass

The bidder has experience of buying domestic and international media in the calendar year 2017 (International experience must include Americas, EMEA and APAC).

Fail

The bidder has **NOT** bought both domestic and international media in the calendar year 2017 (International experience must include Americas, EMEA and APAC).

OR

This question has not been answered.

Section 6 – Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015

Evaluation Guidance

This question 6.0 will be evaluated PASS/ FAIL.

Your bid will FAIL, if you answer 'Yes' to question 6.0 and do not provide a url at question 6.2 to your organisation website, where your slavery and human trafficking statement appears in a prominent place on the website homepage.

Your bid will FAIL, if you answer 'Yes' to question 6.0 and do not provide a satisfactory explanation at question 6.3 as to why you are not compliant with the annual reporting requirements contained within Section 54 of the Act 2015.

Question Number	Question	Response
6.0	Are you a relevant commercial organisation, as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act"), this means do you have a total turnover of £36m or more?	<input type="checkbox"/> Yes <input type="checkbox"/> No
6.1	If you have answered 'Yes' to question 6.0 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015? www.legislation.gov.uk/ukpga/2015/30/section/54/enacted Please enter N/A if not applicable.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
6.2	If you have answered 'Yes' to question 6.0 and your organisation has a website, please provide the relevant link to the slavery and human trafficking statement that appears in a prominent place on the website homepage. Please enter N/A if not applicable.	Text box
6.3	If you have answered 'No' to question 6.1 please provide an explanation. Please enter N/A if not applicable.	Text box

Section 7 - Cyber Essentials Scheme and CESG CHECK Penetration Testing

Evaluation Guidance

The following questions are evaluated PASS/FAIL.

Your bid will FAIL, if you do not answer 'Yes' to all questions in this section.

Question Number	Question	Response
7.0	<p>In relation to the Services, please tell us if you comply with <u>one</u> of the following criteria:</p> <p>(i) You have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies within the most recent 12 months and where your organisation proposes to use key sub-contractors to carry out the Services and these key sub-contractors shall be involved in handling sensitive and personal information with regard to the Services, such key sub-contractors will have in place a valid Cyber Essentials certificate by the framework commencement where your organisation proposes to use the key sub-contractor;</p> <p>OR</p> <p>(ii) You do not have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies but you are working towards gaining it, and will be in a position to confirm that you have been awarded a current and valid Cyber Essentials certificate by one of the government approved accreditation bodies, by the framework commencement date and where your organisation proposes to use key sub-contractors to carry out the Services and these key sub-contractors shall be involved in handling sensitive and personal information with regard to the Services, such key sub-contractors will have in place a valid Cyber Essentials certificate by the framework commencement date where your organisation proposes to use the key sub-contractor;</p> <p>OR</p> <p>(iii) You do not have a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies, but you can demonstrate (or, will be able to demonstrate) by the framework commencement date that your organisation meets the technical requirements prescribed by the Cyber Essentials Scheme as detailed in the following link: https://www.cyberstreetwise.com/cyberessentials/files/requirements.pdf</p>	<p>Please select an option from the drop down list.</p> <p><input type="checkbox"/> (i) Yes</p> <p><input type="checkbox"/> (ii) Yes</p> <p><input type="checkbox"/> (iii) Yes</p> <p><input type="checkbox"/> No</p>

	<p>AND that you can provide evidence of verification by a technically competent and independent third party (which has taken place within the most recent 12 months) that your organisation demonstrates compliance with Cyber Essentials technical requirements. Also where your organisation proposes to use key sub-contractors to carry out the Services and these key sub-contractors shall be involved in handling sensitive and personal information with regard to the Services, such key sub-contractors will have in place a valid Cyber Essentials certificate by the framework commencement date where your organisation proposes to use the key sub-contractor.</p>	
7.1	<p>In relation to the Services, please confirm that you comply with all of the following criteria and you agree to undertake CHECK compliant CESG Penetration Testing, with a CESG approved provider, prior to 'Go Live' and annually thereafter.</p> <p>Further information can be found at ;</p> <p>https://www.cesg.gov.uk/articles/using-check-provider</p> <p>https://www.cesg.gov.uk/scheme/penetration-testing</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
7.2	<p>Supplier Code of Conduct</p> <p>This code exists to help bidders to understand the standards and behaviours that are expected when you work with government, and how they can help the government deliver for taxpayers.</p> <p>Please self-certify that your organisation and/or any of your or the consortium will comply with the 'Supplier Code of Conduct' guidance which can be found at the following link:</p> <p>https://www.gov.uk/government/publications/supplier-code-of-conduct</p> <p>Please select Yes or No from the drop down menu to indicate whether you agree to comply with the standards, detailed in the Supplier Code of Conduct.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section 8 – Insurance

Evaluation Guidance

Question 8.0 is evaluated PASS/FAIL.

Your bid will FAIL, if you do not answer ‘Yes’ to this question.

Question Number	Question	Response
8.1	<p>Tell us if you have, or will have in place before the commercial agreement begins, the following levels of insurance cover:</p> <p>Employer’s (Compulsory) Liability Insurance* = £5,000,000</p> <p>Public Liability Insurance = £1,000,000</p> <p>Professional Indemnity Insurance = £5,000,000</p> <p>*It is a legal requirement that all companies hold Employer’s (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to sole traders.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section 9 - Framework Population Template – this section is not evaluated

<p>Have you downloaded, completed Attachment 5 - Framework Population Template?</p> <p>You can upload your completed framework population template to this eSourcing Suite by using the paperclip icon aligned to this question.</p> <p>Please name the attachment</p> <p>[insertyourorganisationname attachment [x]</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	---

Section 10

Declaration

I declare that to the best of my knowledge the answers submitted and information provided in response to this selection questionnaire is correct and accurate.

I declare that, I and any consortia members and/or key sub-contractors my organisation is depending on to provide the Services named in our bid submission will, upon request and without delay, provide the certificates or documentary evidence referred to in this selection questionnaire.

I understand that the information will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement.

I understand that the Authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

I am aware of the consequences of serious misrepresentation.

Declaration	
Contact name Name of organisation Role in organisation Email address Signature (electronic is acceptable) Date	Enter in table

END OF SELECTION QUESTIONNAIRE

5. Award Stage

- 5.1 If you have successfully passed Part A - Selection Stage above, you will proceed to this award stage.
- 5.2 We have tried to make our award stage as simple as possible, whilst achieving the best possible commercial outcomes.
- 5.3 Your offer must deliver what our customers need, at the best possible price you can give us.
- 5.4 Tips for completing your bid:
 - Read through the **Customer Needs** carefully, and read it more than once;
 - Know the question, response guidance, marking scheme and evaluation criteria;
 - Read the Attachment 6 – Framework Agreement Terms and Conditions and Schedules;
 - If you are unsure, ask questions. Take a look at paragraph 3 “Timelines for the competition” and paragraph 4 ‘When and how to ask questions’ in **Bid Pack 1 - Framework Needs**;
 - Allow plenty of time to complete your responses; it always takes longer than you think to submit; and
 - Your prices should be in line with the service level you offer, in response to the quality questions.
- 5.5 The award stage consists of a quality evaluation (Part C of this document) and a price evaluation (Part D of this document).
- 5.6 The award of this framework agreement will be on the basis of the ‘Most Economically Advantageous Tender’ (MEAT).
- 5.7 The weighting for the quality evaluation is 90 marks; and, the price evaluation is worth 10 marks.

6. What YOU need to do

- 6.1 You need to answer the quality questions section A and section B of the quality questionnaire in the eSourcing Suite and prepare for the presented case studies and technology presentation in section C. You need to complete Attachment 2 – Price Model. You must upload your completed price model into the eSourcing Suite at D1 in the Commercial Tab.

7. What WE will do at this award stage

Compliance Check

1

First, we will do a check to make sure that you have answered all quality questions and have completed the price model, in line with our instructions. At this stage, we will carry out a pricing compliance check. Your total basket price (cell reference F31 in the price model) must fall between the following range: £401.4 million and £495.3 Million. This pricing compliance check will ensure that your total basket price does not exceed the maximum budget available for media. The lower limit will ensure that no bid is abnormally low. Should your bid fall outside of this upper and lower range then you will have failed the compliance check and will be excluded from this competition.

Quality Evaluation

2

We will give your written responses (section B) to our evaluation panel. Each evaluator will independently assess your responses to the written quality questions using the response guidance and the evaluation criteria. They will give a mark and a reason for their mark for each question they are assessing. The evaluators will enter the marks and reasons into the eSourcing Suite. For the case studies, evaluators will give a mark for each presentation having assessed the content against the scoring criteria stated within question QC1 and QC2 below. Question QC3 is the technology presentation and evaluators will give a mark in line with the scoring criteria stated within the question. The evaluation will be carried out by 3 different teams. For the avoidance of doubt, there will be a separate team of evaluators undertaking the written evaluation, case study presentations and technology presentations. Please see paragraph 10 for further details on the face to face case study presentations. As per the table in paragraph 8.14, the marks you are awarded for the written responses (section B of quality questionnaire) and the presentations (Section C of quality questionnaire) will be added together, and then the 90% weighting will be applied to produce your quality score.

Consensus

3

Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet. We will facilitate the discussion. At this meeting, the evaluators will discuss the quality of your answers and review their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and reason for that mark, for each question. These marks will be used to calculate your quality score for each lot you have bid for.

Quality Threshold

4

If you have received a zero for any of the quality questions or presentations, we will reject your bid and you will be excluded from the competition. We will tell you that you have been excluded from the procurement and why.

Bidders who obtain a 'fail' against the mandatory question QA1 in Section A of the award questionnaire will be deemed as having failed and the bid will be excluded from further participation in this procurement.

Evaluate Pricing

5

Due to the time-lapse between the original price submission and the quality evaluation taking place, we will give you the opportunity to re-submit your price model. This will then be evaluated by the price evaluation panel, in line with Part

D – Price Evaluation. These are different evaluators from those who assessed your quality responses.

Any reduction offered through the price re-submission process **MUST** ensure that your total basket price still falls within the range given above. For the avoidance of doubt, this is not an opportunity to negotiate with the Authority and you will not receive any feedback at this stage, it is a chance to re-submit your pricing submission with any amendments you may wish to make.

The evaluators will calculate your price score using the evaluation criteria in Part D – Price Evaluation.

Final Score

6

Your quality score will be added to your price score, to create your final score (see Part F - Final Decision to Award).

Award

7

Awards will be made to the successful bidder following the standstill period, subject to contract.

8. Quality Evaluation

- 8.1 Question QA1 is a mandatory question and will be evaluated PASS / FAIL. If you answer no to this question you will fail this question, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded.
- 8.2 Each question must be answered in its own right. You must not answer any of the questions by cross-referencing other questions or other materials e.g. reports located on your website.
- 8.3 Each of the quality questions, in section B and section C of the quality questionnaire will be evaluated by our evaluation panel.
- 8.4 Questions QC1 and QC2 require face to face presentations covering the response to both case studies. Question QC3 is a pass/fail question that also requires a face to face presentation. These presentations are to be hosted by the bidders and will take place week beginning 23/04/2018. Bidders must ensure availability during this week, as they will be allocated a day and must be available to present on this day. Confirmation of the date and the details will be made through the e-sourcing suite messaging facility, and at least 14 days' notice will be given by the Authority to confirm your allocated day within the week stated above.
- 8.5 These meetings will be attended by 3 independent evaluators, 2 members of the Authority who will ensure compliance, and the bidder's presentation team. No more than 12 representatives from each bidder can attend the case study presentation. All presenters must be named within your submission within the eSourcing Suite at C1, C2 and C3 and must be permanent employees who will be working on projects under the framework agreement in the event your bid is successful.
- 8.6 The case study presentations must not be interactive and there will be NO opportunity for you to ask questions. Marks will not be revealed on the day.
- 8.7 Filming of the presentations of any kind is strictly prohibited
- 8.8 An evaluator may request that any point made by the agency is repeated.
- 8.9 Case study presentations will last a maximum of 4.5 hours (270 minutes) broken down as per the table below. Timings will be strictly adhered to. The Authority will notify the agency when each time limit expires so that timings are adhered to and not exceeded. A maximum of 5 minutes will be permitted for introductions before commencing with the presentation of the case studies.

Introduction (Presenters and Organisation)	5 Mins
Case Study 1	75 Mins
Case Study 2	75 Mins
Break	15 Mins
Technology Presentation	120 Mins

- 8.10 The case study presentations will be marked against the set of response guidance and evaluation guidance criteria and marking scheme within the quality questions for C1 and C2.
- 8.11 The technology presentation will be marked against the set of response guidance and evaluation guidance criteria and marking scheme within the award questions for C3.

- 8.12 When the consensus meetings have taken place and the mark for each question has been agreed by the evaluators, your mark for each question will be multiplied by the relevant weighting to calculate your weighted mark for that question.
- 8.13 Each weighted mark for each question will then be added together to calculate your quality score. Rounding will take place to 2 decimal places.
- 8.14 Please see table A and table B below for 2 worked examples of how your quality score will be calculated:

Table A

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
B1	Performance	10%	100	100	10
B2	Quality	15%	100	100	15
B3	Transparency	10%	100	100	10
B4	Talent	15%	100	100	15
B5	Partnership	10%	100	100	10
C1	Case Study 1	15%	100	100	15
C2	Case Study 2	15%	100	100	15
C3	Technology Presentation	10%	100	100	10
Final Mark					100
Quality Score (Final Mark with 90% Weighting)					90.00

Table B

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
B1	Performance	10%	100	50	5
B2	Quality	15%	100	75	11.25
B3	Transparency	10%	100	75	7.5
B4	Talent	15%	100	25	3.75
B5	Partnership	10%	100	100	10
C1	Case Study 1	15%	100	100	15
C2	Case Study 2	15%	100	75	11.25
C3	Technology Presentation	10%	100	50	5
Final Mark					68.75
Quality Score (Final Mark with 90% Weighting)					61.88

9. Quality Questionnaire Response Guidance, Evaluation and Marking Scheme

9.1 The quality questionnaire is split into three sections:

Section A – Required Services

Section B – Written Evaluation

Section C – Case Study Presentation

9.2 A summary of all the questions in the quality questionnaire, along with the marking scheme, and weightings for each question is set out below:

Question		Marking scheme	Weighting %
A1	Required Services	Pass/Fail	N/A
B1	Performance	100/75/50/25/0	10
B2	Quality	100/75/50/25/0	15
B3	Transparency	100/75/50/25/0	10
B4	Talent	100/75/50/25/0	15
B5	Partnership	100/75/50/25/0	10
C1	Case Study 1	100/75/50/25/0	15
C2	Case Study 2	100/75/50/25/0	15
C3	Technology Presentation	100/75/50/25/0	10

		Marking Scheme
SECTION A – REQUIRED SERVICES		
A1	Compliance with Required Services Framework Clause 2 – Services Offered	PASS / FAIL

		Marking Scheme	Weighting (%)
SECTION B – WRITTEN EVALUATION			
B1	Performance	100/75/50/25/0	10
B2	Quality	100/75/50/25/0	15
B3	Transparency	100/75/50/25/0	10
B4	Talent	100/75/50/25/0	15
B5	Partnership	100/75/50/25/0	10

		Marking Scheme	Weighting (%)
SECTION C – CASE STUDY PRESENTATION			
C1	CASE STUDY 1	100/75/50/25/0	15

C2	CASE STUDY 2	100/75/50/25/0	15
C3	TECHNOLOGY PRESENTATION	100/75/50/25/0	10

SECTION A – REQUIRED SERVICES	
A1 Compliance with Required Services Framework Clause 2	
<p>If you are awarded a place on the framework agreement, will you unreservedly deliver in full, all the Required Services as set out in Framework Clause 2 – Services Offered. Please answer YES or NO.</p> <p>YES - You will unreservedly deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered.</p> <p>NO - You will not, or cannot, deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered.</p>	
<p>A1 Response Guidance</p> <p>This is a PASS/FAIL question. If you cannot or are unwilling to select YES to this question, you will be disqualified from further participation in this competition.</p> <p>You are required to select either option YES or NO from the drop down list associated with this question.</p> <p>Providing a YES response means you will unreservedly deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered.</p> <p>If you select NO (or do not answer the question) to indicate that you will not, or cannot, deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered you will be excluded from further participation in this competition.</p>	
Marking Scheme	Evaluation Guidance
PASS	You have selected option YES confirming that you will unreservedly deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered.
FAIL	You have selected NO confirming that you will not, or cannot, deliver in full all the Required Services as set out in Framework Clause 2 – Services Offered.

SECTION B – WRITTEN EVALUATION

B1 – PERFORMANCE

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will adopt an outcome based approach for media campaigns in line with the specification, found within Bid Pack 2 – Customer Needs.

We will be assessing

1. How will the right campaign outcomes be delivered from the outset and in-campaign optimisation be achieved?
2. What is your approach to measuring performance? This must highlight how this will deliver realtime, detailed and comprehensive outcomes reporting at campaign, client and framework level?
3. How will you develop and maintain up to date knowledge / overarching view of all campaign activity? This must show how you will identify and maximise opportunities to deliver optimal outcomes.

Maximum character count – 12,000 characters including spaces and punctuation.

Response Guidance

Your response must include:

- Demonstration of how every very campaign will be outcome based
- Demonstration of how media and audience selection choices are outcome based (i.e. right audience, right channel, right time) – including owned and earned media
- Optimisation across all channels in a campaign, sharing best practice and embedding feedback into future activity

EVALUATION GUIDANCE

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. Maximum character count – 12,000 characters including spaces and punctuation in boxes B1.1, B1.2, B1.3, B1.4, and B1.5 cannot be exceeded within the eSourcing Suite.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER The response is relevant and fully satisfies all of the requirement.

	<p>The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant and satisfies all of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The response is relevant and addresses all of the requirement.</p> <p>Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The response is not fully relevant or only partially satisfies the requirement.</p> <p>The response:</p> <p>Addresses some of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the Bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response</p>

	<p>has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	---

SECTION B – WRITTEN EVALUATION

B2 – QUALITY

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will deliver a quality Service in line with the specification, found within Bid Pack 2 – Customer Needs.

We will be assessing

1. How will you use campaign data to select media buys and audience to drive best outcomes and build a continuous improvement process?
2. How will you drive quality through effective internal communication, horizon scanning and situational insight across the media industry to maximise opportunities, highlight risks and service clients best?
3. How will you deliver an agile solution that provides for each and every client, regardless of macro factors (e.g. emergency campaigns, unplanned pauses) whilst mitigating impact on budgets?

Maximum character count – 12,000 characters including spaces and punctuation.

Response Guidance

Your outline response must include:

- Process for service delivery, across the breadth of department and campaign types
- SLAs for all work processes including committed turnaround times and the flexibility to cover the varying levels of service offering as described in paragraph 1.8.5 of Bid Pack 2 – Customer Needs
- Demonstration of the provision of strategic advice relating to implementation media buying at both campaign and framework level
- How you will ensure client understanding to improve the quality of campaign briefing and execution

EVALUATION GUIDANCE

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. Maximum character count – 12,000 characters including spaces and punctuation in boxes B2.1, B2.2, B2.3, B2.4 and B2.5 cannot be exceeded within the eSourcing Suite.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER The response is relevant and fully satisfies all of the requirement. The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.

	<p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant and satisfies all of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The response is relevant and addresses all of the requirement.</p> <p>Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The response is not fully relevant or only partially satisfies the requirement.</p> <p>The response:</p> <p>Addresses some of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance.</p>

	<p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	--

SECTION B – WRITTEN EVALUATION

B3 – TRANSPARENCY

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will deliver transparency for all online and offline data and commercial terms, in line with the specification found within Bid Pack 2 – Customer Needs.

We will be assessing:

1. Effective delivery of transparency in relation to performance, outcomes, appearance information, measurement and evaluation methodologies and commercial terms for all framework activity.
2. How will you provide appropriate data access and separation from other client data at the agency, to deliver transparency?
3. How will you develop transparency for the benefit of improving outcomes for the life of the framework, with consideration of changes or evolutions in the market?

Maximum character count – 12,000 characters including spaces and punctuation.

Response Guidance

Your outline response must include:

- How you will utilise technology to provide relevant and timely access to enable best practice and information sharing across the entire client base, allowing a collaborative and transparent relationship, alongside data access to:
 - Spend data by campaign, by media;
 - campaign performance data;
 - data download access via XLS/CSV; and
 - raw, unedited data where applicable.
- How you will disclose all media performance and appearance information for all client media buys, across all media including digital and programmatic trading platforms.
- How you will deliver transparency for the agency's commercial terms relating to clients. This will include, but not be limited to, agency/agency group commercial terms, with media owners and technology used within the delivery of the framework.

EVALUATION GUIDANCE

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. Maximum character count – 12,000 characters including spaces and punctuation in boxes B3.1, B3.2, B3.3, B3.4 and B3.5 cannot be exceeded within the eSourcing Suite.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER The response is relevant and fully satisfies all of the requirement.

	<p>The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant and satisfies all of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The response is relevant and addresses all of the requirement.</p> <p>Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The response is not fully relevant or only partially satisfies the requirement.</p> <p>The response:</p> <p>Addresses some of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response</p>

	<p>has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	---

SECTION B – WRITTEN EVALUATION

B4 – TALENT

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will resource each requirement to ensure the right capacity and calibre of talent for every campaign in line with the specification, found within Bid Pack 2 – Customer Needs.

We will be assessing

1. How will you ensure the right skillset for each channel, client, and level, with the right depth of knowledge and experience?
2. How will you resource the three types of campaign listed in the Specification – Strategic, Support and Buying – and adapt resource based on the scale of campaign, size of budget etc?
3. How will you provide sufficient resource for out of hours, emergency, bank holiday periods and ensure sufficient resilience and back up expertise is available when needed?
4. How the appropriate level of senior input and implementation media buying strategic advice will be made available at both campaign and framework level?

Maximum character count – 12,000 characters including spaces and punctuation.

Response Guidance

Your outline response must include:

- Evidence of agency expertise and experience in delivering all service aspects, workable capability and transition plans to this scale and complexity
- Demonstration of depth of resource to cover all campaign types and SLAs, with agility to respond to changing requirements throughout the life of the framework
- A detailed resource plan with named individuals with the talent and skills to cover the breadth of the requirement where possible
- Demonstration of skills and talent to effectively manage and utilise all data (including but not limited to government, proprietary and media industry data).

EVALUATION GUIDANCE

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. Maximum character count – 12,000 characters including spaces and punctuation in boxes B4.1, B4.2, B4.3, B4.4 and B4.5 cannot be exceeded within the eSourcing Suite.

Marking Scheme

Evaluation Criteria

100	<p>A VERY GOOD ANSWER</p> <p>The response is relevant and fully satisfies all of the requirement.</p> <p>The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant and satisfies all of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The response is relevant and addresses all of the requirement.</p> <p>Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The response is not fully relevant or only partially satisfies the requirement.</p> <p>The response:</p> <p>Addresses some of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p>

	<p>The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	--

SECTION B – WRITTEN EVALUATION

B5 – PARTNERSHIP

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will adopt a partnership approach to ensure collaboration for the duration of the framework in line with the specification, found within Bid Pack 2 – Customer Needs.

We will be assessing

1. How will you transition from the old Framework Agreement to this new Framework Agreement during the period May 2018 – November 2018
2. How will you ensure an integrated agency approach across government for planning, creative and buying?
3. How will you help government to be a more intelligent client?
4. How will you work in partnership with government to properly utilise data to execute and measure activity?
5. How will you provide a remuneration model to meet our needs for transparency and neutrality with your approach to fees, programmatic trading desk, rebates and performance incentives?

Maximum character count – 16,000 characters including spaces and punctuation.

Response Guidance

Your outline response must include:

- How you will work as a partner to government to maximise campaigns and strategies
- How you will provide a partnership approach with other agencies to work effectively and proactively together from the initial campaign development through to achieving campaign outcomes
- Future vision to deliver thought leadership whilst adapting to the changing marketplace
- Your approach to learning about, and transitioning, a new complex organisation
- Your remuneration approach to deliver Government principles and how this gives you a fair and motivating level of remuneration?

EVALUATION GUIDANCE

Responses should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic. Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these.

No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation. Maximum character count – 16,000. characters including spaces and punctuation in boxes B5.1, B5.2, B5.3, B5.4, B5.5, B5.6, and B5.7 cannot be exceeded within the Sourcing Suite.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER The response is relevant and fully satisfies all of the requirement.

	<p>The response is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The response is relevant and satisfies all of the requirement.</p> <p>The response is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The response is relevant and addresses all of the requirement.</p> <p>Whilst the response addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The response is not fully relevant or only partially satisfies the requirement.</p> <p>The response:</p> <p>Addresses some of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all parts of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the response is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The response is not relevant to the requirement and/or the response has not answered the question that was asked and/or the response</p>

	<p>has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	---

Case Studies

10. Face to Face Presentations.

- 10.1 As per paragraph 8 of Bid Pack 3 – Your Offer, questions QC1, QC2 and QC3 require face to face presentations covering the responses to the case studies found at Attachment 9 – Case Study 2. Question QC3 is a technology presentation that will also require face to face presentation.
- 10.2 These presentations are to be hosted by the presenting bidder, and will take place in the week commencing 23/04/2018.
- 10.3 Bidders must ensure availability during this week, as they will be allocated a day and must be able to host and present on this day.
- 10.4 Confirmation of the date and details will be made through the eSourcing Suite messaging facility, and at least 14 days' notice will be given by the Authority to confirm your allocated day within the week stated above.
- 10.5 The case study presentations must not be interactive and there will be NO opportunity for you to ask questions. Marks will not be revealed on the day.
- 10.6 Filming of the presentations or recording of any kind is strictly prohibited.
- 10.7 An evaluator may request that any point made by the agency is repeated but this request must be made via the evaluators' chairperson.
- 10.8 Case study presentations will last a maximum of 4.5 hours (270 minutes) broken down as per the table below. Timings will be strictly adhered to. The Authority will notify the agency when each time limit expires so that timings are adhered to and not exceeded. A maximum of 5 minutes will be permitted for introductions before commencing with the presentation of the case studies.

Introduction (Presenters and Organisation)	5 Mins
Case Study 1	75 Mins
Case Study 2	75 Mins
Break	15 Mins
Technology Presentation	120 Mins

- 10.9 The case study presentations will be marked against the set of response guidance and evaluation guidance criteria and marking scheme within the award questions for QC1, QC2 and QC3.
- 10.10 Handouts will not be accepted and cannot form any part of the evaluation and will not be considered by evaluators.
- 10.11 Any queries in relation to the case study and technology presentation process should be raised by the bidder during the clarification period, as detailed in paragraph 4 of Bid Pack 1 – Framework Needs. No clarification queries will be accepted on the day.
- 10.12 All information for bidders, in relation to the case study and technology presentations, is provided within this Bid Pack 3 – Your Offer and Attachment 9 – Case Study 2. No additional information will be issued to bidders – except for information relating to the time, date and location of the case study and technology presentations.

- 10.13 The case study and technology presentations will be scored on the ORAL CONTENT of the presentation ONLY and will be scored in accordance with the response and evaluation guidance provided in this Bid Pack 3 – Your Offer. No marks will be awarded for presentation skills, rapport or method of delivery.
- 10.14 Bidders are advised to keep presentations in context and assume no prior knowledge of other parts of your bid. Evaluators will NOT have seen any other aspect of your submission including your written responses.

SECTION C – CASE STUDY 1 (Please see Attachment 8 – Case Study 1)

C1 – CASE STUDY 1

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will buy media to the best outcomes for Case Study 1, which can be found in Attachment 8 – Case Study 1.

We will be assessing:

- How you use market and media insights to inform media implementation strategy
- How you optimise the selection of media owners and budget split within each media
- How you use your media agency tools and audience insights to inform approach
- How you provide insights to deliver a campaign laydown, what best practice and learnings lay behind it
- How you analyse and optimise campaign performance both during and post campaign

C1 Response Guidance

All bidders must answer this question.

Answers will be provided via face to face presentation. As per paragraph 8.5 of Part C - Quality Evaluation, please name all presenters who will be present on the day in box C1 within the eSourcing Suite. These must be permanent employees who will be working on projects under the framework agreement.

Please refer to paragraph 10 of this Bid Pack 3 – Your Offer for details on when the presentations will take place.

Response Guidance

Your presentation must include:

- Demonstration of agency's approach to ensure campaign outcome KPIs are effectively achieved and measured whilst maintaining government reputation
- Ability to show an understanding of government's marketing requirements and the nuances and considerations that are unique to government when advising on and executing media buys
- How you will keep accurate and timely records of offline and online data in an organised format following clear structures, taxonomy and naming conventions shared with the client on an ongoing basis

EVALUATION CRITERIA

Responses should be limited to and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER

	<p>The presentation is relevant and fully satisfies all of the requirement.</p> <p>The presentation is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The presentation is relevant and satisfies all of the requirement.</p> <p>The presentation is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The presentation is relevant and addresses all of the requirement.</p> <p>Whilst the presentation addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all elements of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The presentation is not fully relevant or only partially satisfies the requirement.</p> <p>The presentation:</p> <p>Addresses some elements of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all elements of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the presentation is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The presentation is not relevant to the requirement and/or the presentation has not answered the question that was asked and/or</p>

	<p>the response has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	--

SECTION C – CASE STUDY 2 (Please see Attachment 9 – Case Study 2)

C2 – CASE STUDY 2

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will buy media to the best outcomes for Case Study 1, which can be found in Attachment 9 – Case Study 2.

We will be assessing:

- How you use market and media insights to inform media implementation strategy
- How you optimise the selection of media owners and budget split within each media
- How you use your media agency tools and audience insights to inform approach
- How you provide insights to deliver a campaign laydown, what best practice and learnings lay behind it
- How you analyse and optimise campaign performance both during and post campaign

C2 Response Guidance

All bidders must answer this question.

Answers will be provided via face to face presentation. As per paragraph 8.5 of Part C - Quality Evaluation, please name all presenters who will be present on the day in box C2 within the eSourcing Suite. These must be permanent employees who will be working on projects under the framework agreement.

Please refer to paragraph 10 of this Bid Pack 3 – Your Offer for details on when the presentations will take place.

Response Guidance

Your presentation must include:

- Demonstration of agency's approach to ensure campaign outcome KPIs are effectively achieved and measured whilst maintaining government reputation
- Ability to show an understanding of government's marketing requirements and the nuances and considerations that are unique to government when advising on and executing media buys
- How you will keep accurate and timely records of offline and online data in an agreed format within an agreed structure, taxonomy and naming conventions shared with the client on an ongoing basis

EVALUATION CRITERIA

Responses should be limited to and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic.

Marking Scheme	Evaluation Criteria
100	A VERY GOOD ANSWER

	<p>The presentation is relevant and fully satisfies all of the requirement.</p> <p>The presentation is comprehensive, unambiguous, and fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The presentation is relevant and satisfies all of the requirement.</p> <p>The presentation is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p> <p>The approach will meet the requirements for the delivery of the Services.</p>
50	<p>A SATISFACTORY ANSWER</p> <p>The presentation is relevant and addresses all of the requirement.</p> <p>Whilst the presentation addresses all of the requirement, it is not sufficiently detailed and/or does not include sufficient explanation in some elements to fully demonstrate your ability to meet the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all elements of the response guidance.</p> <p>The approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The presentation is not fully relevant or only partially satisfies the requirement.</p> <p>The presentation:</p> <p>Addresses some elements of the requirement but not all, and there is a significant lack of detail.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all elements of the response guidance.</p> <p>This lack of detail and/or lack of explanation and/or ambiguity in the presentation is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The presentation is not relevant to the requirement and/or the presentation has not answered the question that was asked and/or</p>

	<p>the response has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No response provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>
--	--

SECTION C – Technology Presentation

C3 – TECHNOLOGY PRESENTATION

REQUIREMENT:

The Authority requires the bidder to demonstrate how they will deliver transparency for all data and commercial terms under the framework via a presentation of their technology.

We will be assessing:

1. Does the bidder have the tools and capability to deliver against their transparency charter?
2. Actual demonstration of commitment to the principles of transparency.
3. Does the bidder clearly demonstrate how it will use technology and data to effectively communicate campaign performance to clients?
4. Does the bidder demonstrate that it has the capabilities and systems in place in order to manage, structure, store, and send data to the client when required?
5. Does the bidder demonstrate a commitment to transparency in its use of technology to service the client?
6. Does the bidder demonstrate in-depth knowledge of advertising technology platforms that will be used to service HMG account?

C3 Response Guidance

All bidders must answer this question.

Answers will be provided via face to face presentation. As per paragraph 8.5 of Part C - Quality Evaluation, please name all presenters who will be present on the day in box C3 within the eSourcing Suite. These must be permanent employees who will be working on projects under the framework agreement.

Please refer to paragraph 10 of this Bid Pack 3 – Your Offer for details on when the presentations will take place.

Your presentation must include:

- Campaign reporting and optimisation – capturing details of outcome data, media performance and appearance information, including log level files from programmatic buying.
- Live demonstration of recommended programmatic trading desk approach to delivering on protection from ad fraud, viewability definition, brand safety protocols/tools and real-time trading optimisation processes.
- Demonstration of working dashboards and research tools (not screenshots) utilised on for the bidder's current clients and how this could be applied for GCS with a working timeframe to deliver.

- Walkthrough of the commercial terms waterfall for all media channels to deliver transparency along the end to end process for media buying.
- Demonstration of how technology can enable relationship management with clients.
- Demonstration of how technology can be used to manage the client's data and send to the client when requested.
- Demonstration of in-depth knowledge of advertising technology platforms that will be used to service HMG account
- Demonstration of transparent approach in how the bidder will use advertising technology to service HMG account and technology to report performance.
- Demonstration of the bidder's expertise in using brand safety and ad fraud platforms to safe guard HMG advertising
- Demonstration of how the bidder will provide GCS with data and set up systems to allow GCS to either, access relevant platforms in order to pull data directly or provide it in an agreed format and structure.
- Demonstration of the bidder's capability in the use of technology to report outcome data in a clear and informative way to the client.
- Demonstration of the bidder's technical capability in managing the client's data and transfer of data to the client when requested.

EVALUATION CRITERIA

Demonstrations should be limited to, and focused on the requirement, the response guidance and the evaluation criteria. Bidders should refrain from making generalised statements and providing information not relevant to the topic.

Marking Scheme	Evaluation Criteria
100	<p>A VERY GOOD ANSWER</p> <p>The demonstration is relevant and fully satisfies all of the requirement.</p> <p>The demonstration fully demonstrates your ability to meet the requirement.</p> <p>Full and relevant evidence has been provided to clearly demonstrate the response guidance has been satisfied.</p> <p>The technology approach will meet the requirement and has the strong potential to exceed the requirement for the delivery of the Services.</p>
75	<p>A GOOD ANSWER</p> <p>The demonstration is relevant and satisfies all of the requirement.</p> <p>The demonstration is sufficiently detailed to demonstrate your ability to meet the requirement.</p> <p>Sufficient evidence has been provided to demonstrate the response guidance.</p>

	The technology approach will meet the requirements for the delivery of the Services.
50	<p>A SATISFACTORY ANSWER</p> <p>The demonstration is relevant and addresses all of the requirement.</p> <p>Whilst some evidence has been provided it does not sufficiently demonstrate all the response guidance.</p> <p>The technology approach has the potential to meet the material requirement for the delivery of the Services.</p>
25	<p>A BELOW STANDARD ANSWER</p> <p>The demonstration is not fully relevant or only partially satisfies the requirement.</p> <p>The demonstration:</p> <p>Addresses some of the requirement, but does not clearly demonstrate all the requirement.</p> <p>The demonstration addresses some of the response guidance but not all.</p> <p>This lack of detail in the demonstration is considered to be material to the ability of the bidder to meet the Service requirement and constitutes major concerns.</p> <p>The approach is unlikely to meet the requirement for the delivery of Services.</p>
0	<p>A POOR ANSWER</p> <p>The demonstration is not relevant to the requirement and/or the demonstration has not answered the question that was asked and/or the demonstration has satisfied very few to none of the question requirements or response guidance.</p> <p>The approach cannot meet the requirement for the delivery of the Services.</p> <p>or</p> <p>No demonstration provided.</p> <p>If you have received a zero, we will reject your bid and you will be excluded from the competition.</p>

Part D – Price Evaluation

This section contains instructions on how to complete the Media Buying price model; and price evaluation process.

11. How to complete your pricing model submissions:

- 11.1 The price model comprises a spreadsheet containing a series of media pricing grids which must be fully populated and submitted via the eSourcing Suite at question D1 within the Commercial Tab.

As part of the bidder conference PwC will walk agencies through the pricing grid spreadsheets. This will enable full transparency of how the overall media cost total and agency totals are calculated. Overall annual spend for all media types is expected to be c. £155m - £195m. The pricing grids include media activity data, which represents a significant sample using specific media types (TV, Broadcast VoD, Display, Programmatic, Social, Print, OOH, radio, cinema, international display and international social media) with total actual annual net net media spend of c.£130m-£160m (as represented in the table below). The pricing grids represent c. 75-80% of the total actual annual net net media spend, by providing details for the major media buys, suppliers should note that the data not included may represent a long tail of activity e.g. specialist print titles. The table below gives indicative spend ranges by media for context, scale of activity and development of resource plans for agency cost submissions for spend in the gateway and activity not included in the gateway submission media costs, but needs to be accounted for in agency costs.

Period Media Channel	Total Net Net Annual Spend Range (£)	Total Net Net Annual GATEWAY Spend
Television	35m-45m	
Broadcast VOD	5m-10m	
Display	3m-5m	
Programmatic	12m-14m	
Social	16m-18m	
Print	5m-10m	
OOH	10m-15m	
Radio	10m-15m	
Cinema	2m-5m	
International Online Display	5m-10m	
International Social	4m-8m	
Total Annual Spend Ranges for media included in Gateway Submission	£130m - £160m	Gateway spend represents c.75-80% of total annual spend
Media Channels not included in the Pricing Gateway/Submission		
PPC	5m-8m	
International OOH	2m-5m	
International Press	0.3m-0.5m	
International online B2B	9m-11m	
International offline B2B	3m-5m	
Affiliates & Aggregates	3m-5m	
Total Overall Spend Ranges for all media spends	£155m - £195m	

All cost submissions are made considering the audience, quality of media and media mixes provided, but these are only indicative and provide no guarantee of volumes or spends from CCS.

- 11.2 Bidders must fully populate every yellow cell within the media pricing grids spreadsheet - see tab 'Instructions PLEASE READ'. The Authority may disqualify a bid from further participation in the procurement if all yellow cells are not populated. Within each tab there is a completion status cell indicating full completion of supplier submission yellow cells e.g. TV tab cell B9. When the bidder has filled in each required yellow cell, the completion status cell will turn from red to green.
- 11.3 Each media type has a tab detailing the current levels of media activity, volumes and quality parameters along with important instructions for each tab.
- 11.4 Media cost pricing guarantees are based on net media value (as defined in Attachment 6 – Framework Agreement Terms and Conditions and Schedules) and when combined with the supplier's agency costs (agency commission - % fee on Net Net media prices; programmatic trading desk – cost to run disclosed model trading desk; rebates – return of all rebates from media owner and ad tech providers; and performance incentives – remuneration framework based on delivery of outcomes, quality of Service and media pricing). The agency cost should be inclusive of all profit, overheads and agency fees and should factor in the likely resource costs. A 1% management charge is collected by the appointed agency on behalf of GCS as a pass through cost. It will be collected from the agency based on their monthly management information returns and then passed through to GCS on a quarterly basis. Agencies should include the 1% management charge in their quotes and invoiced as a separate line for transparency. It applies to all spend, including production and pass through costs.
- 11.5 Please note, prices submitted are maximum framework agreement prices. Bidders are reminded when completing and submitting pricing models to refer to paragraph 6 – TUPE of Bid Pack 1 – Framework Needs.
- 11.6 Media cost pricing guarantees submitted are to be GBP (£), and to 2 decimal places for any CPT and CPM pricing.
- 11.7 Each media cost tab is weighted by the bidder's total spend submission – as detailed in each total Net Net cost cell. The cost spend levels are for assessment purposes only and do not provide any guarantee of volumes for the framework.
- 11.8 Each media cost tab is added together to produce the 'Media Cost Totals' tab. Media cost total tab is combining the individual media type tabs: TV, Broadcast VoD, Online Display, Print, OOH, Radio, Cinema, International Online Display.
- 11.9 The worksheet builds up to the total cost summary tab combined from the media cost total tab and the agency cost tab.
- 11.10 In the case of biddable auction based media (programmatic trading - disclosed model and social media) tabs have been provided to illustrate current types, volumes and complexities of the buys for context to inform the agency cost for supplying these services
- 11.11 The overall total cost summary price for comparison is generated by adding the media cost totals tab in cell R33 to the agency cost total tab in merged cell NOP35. This provides the gateway final cost total in tab total cost summary cell F31, which will be used for the price evaluation.
- 11.12 The total cost summary (cell reference F31 in the total cost summary tab) must fall between the following gateway range: £401.4 and £495.3m. This pricing compliance check will ensure that your total cost summary does not exceed the maximum budget available for media. Should your bid fall outside of this upper and lower range then you will have failed the compliance check and will be excluded from this competition.
- 11.13 All pricing submissions will be reviewed by PwC under NDA for compliance and completion.
- 11.14 The price evaluation process will be undertaken by different individual(s) evaluators to those individuals involved with the quality evaluation process. These evaluators will be representatives from the Authority.

- 11.15 The bidder with the lowest overall total cost summary in cell F31, which has been deemed compliant by the Authority, shall be awarded the full 10 marks available.
- 11.16 The remaining agencies will receive a reduced score out of 10, based on the differential of their total cost summary from the lowest total cost summary.
- 11.17 In order to fund the UK self-regulatory system, suppliers are responsible for a levy of 0.1% which is payable to either:
- 11.17.1 the Advertising Standards Board of Finance (“ASBOF”) in relation to non-broadcast advertising, which applies to the Net Media Value to the client of outdoor, cinema and press display advertisements (excluding classified lineage, semi-display and any displays, screenings and publications outside the UK), the postage cost of direct mailings in the UK, and Internet advertising in paid for space; or
 - 11.17.2 the Broadcast Advertising Standards Board of Finance (“BASBOF”) in relation to broadcast advertising, which applies to the net media value to the client of broadcast advertisements in the UK.
- 11.18 The successful bidder will add these levies to all relevant invoices submitted to the Customer (but no agreed commission (if applicable) will be payable on the amount of the levies).
- 11.19 Media pricing grids will cover the majority of known requirements based on historical trends. The media pricing grids are provided in Attachment 2 – Price Model of this Bid Pack and include additional guidance. However, over time we would expect that new suppliers, formats or buy types that government have not purchased previously will appear. The agency must deliver 'market leading' rates that reflect the competitive nature of the submission. Any such new guarantees will be agreed in conjunction with an independent 3rd party (e.g. media auditor).
- 11.20 Agencies must commit to the pricing guarantees offered if awarded a framework agreement. Pricing guarantees must be fixed, as per the respective inflation/deflation mitigation submission % points, for the duration of the framework term.
- 11.20.1 Agency has provided guaranteed cost submissions for each media in the Media Buying submission templates for the initial Period 1 Nov'18-Dec'19.
 - 11.20.2 For the subsequent Periods 2-4 the supplier provides a commitment to inflation/deflation advantages compared to marketplace levels for each of the subsequent three periods, for each media type:
 - i) Market Inflation/deflation percentage points by media - agency assessment of media market level inflation based on CCS investment patterns.
 - ii) CCS inflation / deflation mitigation percentage points - agency commitment to CCS to limit inflation rises compared to the market, and improve levels compared to the market in deflationary media for media pricing in the current period compared to the previous period.
 - iii) Expected level of inflation / deflation for CCS - market inflation/deflation i) minus CCS mitigation ii).

11.20.3 Inflation - all inflation mitigation commitments have been expressed as % points reductions, rather than an overall percentage % reduction. For example the market inflation of 5% minus the agency commitment of 2% points mitigation would be calculated as 3%.

11.20.4 Deflation - all deflation commitments have been provided as an improved level of deflation versus agency market estimate. For example a market deflating by 2% would be expressed as -2%, with a CCS deflation commitment of 3%, expressed as -5% (-2% - 3%).

11.21 Please see below tables for 2 separate worked examples of how the price evaluation score will be calculated. The cost submission score will then have the 10% price weighting applied, rounded to 2 decimal places, to calculate your price evaluation score.

	Gateway final cost total			
Submitting Agency	Total £m Nov'18 - May'22	Difference between Lowest Total Cost Summary agency submission	Cost Submission Score	Your weighted mark
Agency A	£497.38	£58.38	0.00	0.00
Agency B	£439.00	£0.00	100.00	10.00
Agency C	£449.63	£10.63	89.37	8.94
Agency D	£465.32	£26.32	73.68	7.37

	Gateway final cost total			
Submitting Agency	Total £m Nov'18 - May'22	Difference between Lowest Total Cost Summary agency submission	Cost Submission Score	Your weighted mark
Agency A	£421.34	£9.33	90.67	9.07
Agency B	£412.01	£0.00	100.00	10.00
Agency C	£418.95	£6.94	93.06	9.31
Agency D	£485.32	£73.31	26.69	2.67

Abnormally low tenders

11.22 Where CCS consider any of price(s) submitted by bidders be abnormally low, CCS will ask the bidder to explain the price(s) they have submitted (as required in regulation 69 of the Public Contracts Regulations 2015).

11.23 If the price you have provided is abnormally low the Authority may reject your bid. The steps the Authority will take in this event are as follows:

11.23.1 to request in writing an explanation of the abnormally low price, which may include explanations of one or more of the following;

- a) the economics of the Services provided;
- b) the technical solutions suggested by you or the exceptionally favourable conditions available to you for the provision of Services;

- c) the originality of the Services;
- d) your compliance with the provisions relating to environmental, social, labour laws referred to in regulation 56 (2);
- e) your compliance with the sub-contracting obligations referred to in Regulation 71; and
- f) the possibility of you obtaining state aid;

The Authority will then take account of the evidence provided by bidder in response and subsequently verify with them the basket price being abnormally low.

11.24 Where a price is required, you must enter a figure to two decimal places excluding VAT in British pounds sterling.

12. Final decision to award

12.1 We will add your quality score to your price score to calculate your final score.

Example:

Bidder	Quality evaluation score	Price evaluation score	Final score
	(Maximum score available 90)	(Maximum score available 10)	(Maximum score available 100)
Bidder A	90.00	10.00	100.00
Bidder B	60.00	8.00	68.00
Bidder C	50.00	7.00	57.00

12.2 We will then rank all final scores from highest to lowest results. Rounding will take place to 2 decimal places.

12.3 We will then appoint the number of agency's to the framework agreement as set out in paragraph IV.1.3 of the OJEU contract notice.

12.4 For the avoidance of doubt the maximum number of suppliers for this framework agreement is (one) 1.

12.5 We will tell you if you have been successful or unsuccessful via the eSourcing Suite. We will send 'Intention to Award' letters to all bidders.

12.6 At this stage, a standstill period of ten (10) calendar days will start. The term standstill period is set out in Regulation 87(2) of the Regulations. During this time, you can ask questions that relate to our decision to award. We cannot provide advice to unsuccessful bidders on the steps they should take and they should seek independent legal advice, if required.

12.7 Following the standstill period, and if there are no challenges to our decision, the successful Bidder will be formally awarded a framework agreement subject to contract.

12.8 Where there are two or more bidders who have tied scores, the Authority will apply a tie breaker and the bidder who obtained the highest score for the 3 questions in Section C – Case Study of the quality evaluation will be appointed. This will be the combined score for QC1, QC2 and QC3.

12.9 In the event that there are still two or more bidders who have tied scores following the tie break process outlined in paragraph 12.8, then the Authority will use the score achieved in their response to QB2 – Quality as a further tie break criteria. The bidder who obtained the highest score for QB2 – Quality of the quality evaluation will then be appointed.

12.10 The conclusion of a framework agreement is subject to the provision of due 'certificates, statements and other means of proof' where bidders have, up to this point, relied on self-certification.

