



Crown
Commercial
Service



Government
Communication
Service

Invitation to tender

Attachment 2 – How to bid

Campaign Solutions 2

Reference Number

RM 6125

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1. How to make your bid

- 1.2 Your bid must be made by the organisation that will be responsible for providing the goods and/or services if your bid is successful.
- 1.3 You may bid for one or more of the lots.
- 1.4 For Lot 1 only if you are part of a Holding Group of companies, please note that we will not accept more than five (5) bids from Potential Agencies (Potential Agency bidding as a single organisation or as the part of a consortium bid) from the same group of Holding companies. Please ensure you read paragraph 4 Who can bid of attachment 1.
- 1.5 Your bid must be entered into the eSourcing suite. We can only accept bids that we receive through the eSourcing suite.
- 1.6 Upload ONLY those attachments we have asked for. 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, in paragraph 5 "Timelines for the competition" in attachment 1 - About the framework.
- 1.9 It will be our decision whether we will accept bids submitted after the bid submission deadline.
- 1.10 You must regularly 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.
- 1.11 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. Read paragraph 6 "When and how to ask questions" in attachment 1 - About the framework.
- 1.12 We may require you to clarify aspects of your bid in writing and/or provide additional information. Failure to respond within the time required, or to provide an adequate response will result in the rejection of your bid and your exclusion from this competition.

2. Selection stage

- 2.1 At the selection stage, we evaluate bidders' technical, professional and financial capabilities. We will ask a range of questions appropriate to the procurement. It is important that you answer these questions accurately.
- 2.2 If you are relying on any key subcontractors to provide the answers to the technical and professional ability or you are relying on a guarantor to pass the economic and financial assessment, they must complete Parts 2, 2a and 3 of the selection questionnaire for themselves.
- 2.3 In addition, if you are the lead member of a consortium, you must get each of the other members to answer the questions in Parts 2, 2a, and 3 for themselves.
- 2.4 We are providing the 'Information and declaration' workbook (attachment 4) to enable you to collect and submit this data to us, whether from organisations on whom you are relying (for example a key subcontractor or a guarantor) or from other members of a consortium.

3. Selection process

- 3.1 After the bid submission deadline, we will check all bids to make sure we have received everything we have asked for.
- 3.2 We may ask you to clarify information you provide, if that is necessary. 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.
- 3.3 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.
- 3.4 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 question guidance, included in attachment 2a Selection Questionnaire.

4. Selection criteria

- 4.1 We may exclude you from the competition at the selection stage if:
 - you receive a 'fail' for any of the evaluated selection questions.
 - any of the information you have provided proves to be false or misleading.
 - you have broken any of the competition rules in section 9 of attachment 1 About the framework, or not followed the instructions

given in this ITT pack.

4.2 If we exclude you from the competition we will tell you and explain why.

5. Selection questionnaire

Please refer to attachment 2a Selection questionnaire. Remember you must complete the questionnaire online in the eSourcing suite (qualification envelope).

6. Award stage

If you have successfully passed the selection stage, you will proceed to the award stage.

We have tried to make our award stage as simple as possible, whilst achieving the best possible commercial outcomes.

Your bid must deliver what our Clients need, at the best possible price you can give.

When completing your bid you must:

- Read through the entire ITT pack specifically Framework Schedule 1 (Specification) carefully, and read more than once
- Read each question, the response guidance, marking scheme and evaluation criteria
- Read the contract terms.
- If you are unsure, ask questions before the clarification questions deadline See paragraph 5 'Timelines for the competition' and paragraph 6 'When and how to ask questions' in attachment 1 - About the framework document
- Allow plenty of time to complete your responses; it always takes longer than you think to submit
- Your prices should be in line with the service level you offer, in response to the award quality questions.

7. Award criteria

The Award Stage consists of a quality evaluation (see Attachment 2b) and a price evaluation (see Attachment 3).

The award of this framework will be on the basis of the 'Most Economically Advantageous Tender' (MEAT).

The weightings for the quality evaluation and price evaluation for each Lot is as follows:

Lot number	Quality evaluation weighting	Price evaluation weighting
1	80	20
2	80	20
3	70	30
4	50	50
5	80	20

8. Award process

8.1 What you need to do

- answer the quality questions of the quality questionnaire in the eSourcing suite in the technical envelope for the Lots(s) you are bidding for.

Section A – Mandatory questions (all Potential Agencies to complete)

Section B – Lot 1 specific questions

Section C – Lot 2 specific questions

Section D – Lot 3 specific questions

Section E – Lot 4 specific questions

Section F – Lot 5 specific question

- Complete the price matrix or the lot(s) for which you are bidding.
- Upload your completed price matrix into the eSourcing suite in the commercial envelope to the relevant question.

8.2 What we will do at the award stage?

1.	<p>Compliance Check</p> <p>First, we will do a check to make sure that you completed the pricing matrix in line with our instructions.</p>
2.	<p>Quality Evaluation</p> <p>We will give your responses to our evaluation panel. Each evaluator will independently assess your responses to the quality questions using the response guidance and the evaluation criteria. Each evaluator will give a mark and a reason for their mark for each question they are assessing. Each evaluator will enter their marks and reasons into the eSourcing suite.</p>
3.	<p>Consensus</p>

	Once the evaluators have independently assessed your answers to the questions we will arrange for the evaluators to meet and we will facilitate the discussion. At this consensus meeting, the evaluators will discuss the quality of your answers and discuss their marks and reasons for that mark. The discussion will continue until they reach a consensus regarding the mark, and a reason for that mark, for each question. These final marks will be used to calculate your quality score for each lot you have bid for.
4.	<p>Quality Threshold</p> <p>If you have received a zero for any of the quality questions or if you have not met a minimum quality mark of 40, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded from the competition and why.</p> <p>Refer to tables at paragraph 9 for an example of how your quality score for each lot will be calculated.</p>
5.	<p>Evaluate Pricing</p> <p>We will then give your pricing to the price evaluation panel, who are different evaluators from those who assessed your quality responses.</p> <p>They will calculate your price score using the evaluation criteria in Attachment 3 – Pricing guidance and evaluation process.</p>
6.	<p>Final Score</p> <p>Your quality score will be added to your price score, to create your final score as illustrated in Part E Final decision to award.</p>
7.	<p>Award</p> <p>Awards will be made to the successful bidders following the standstill period, subject to contract.</p>

9. Quality Evaluation

Questions in section A are mandatory questions

Questions A1 to A3 are evaluated PASS / FAIL. If you answer no to one or more of the questions, we will reject your bid and you will be excluded from the competition. We will tell you that your bid has been excluded and why.

Please see table A for the mandatory questions all Potential Agencies submitting a bid must answer:

Table A

Question		Marking scheme	Maximum mark
QA1	Board level account lead	Pass/Fail	N/A
QA2	Management Information	Pass/Fail	N/A
QA3	Relationship Management	Pass/Fail	N/A
QA4	Social Value	0/25/50/75/100	10

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 for example reports or information located on your website.

Question A4 and all questions in sections B to F of the quality questionnaire will be independently assessed by our evaluation panel.

When the consensus meeting has taken place and the final mark for each question has been agreed by the evaluators, your final mark for each question will be multiplied by that question's weighting to calculate your weighted mark for that question.

Each weighted mark for each question for each Lot you have submitted a bid for will then be added together to calculate your quality score.

Please see tables B, C, D, E and F below for an example of how your quality score will be calculated for each Lot .

Table B – Lot 1 End to End Campaign Management

Question		Question Weighting		Sub Weighting	Maximum mark available	Your final mark	Your weighted mark
QA4	Social Value	10%			100	100	10.00
QB1	Account Management	20%			100	50	10.00
QB2	Communications Strategy - POEM	15%			100	100	15.00
QB3	Creative Strategy, Ideation and Delivery	15%			100	50	7.50
QB4	International	20% = 20 marks	Communications Strategy Development	30%	100	100	6.00
			Concept Development and Creative Design	30%	100	50	3.00
			Campaign Delivery	20%	100	50	2.00
			Evaluation and Measurement	20%	100	100	4.00
QB5	Domestic	20% = 20 marks	Communications Strategy Development	30%	100	100	6.00
			Concept Development and Creative Design	30%	100	100	6.00
			Campaign Delivery	20%	100	100	4.00
			Evaluation and Measurement	20%	100	50	2.00
Quality mark							75.50
Quality Weighting 80% - Quality score							60.40

Table C – Lot 2 Media Strategy and Planning

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
QA4	Social Value	10%	100	100	10.00
QC1	Outcomes, Optimisation & Objectives	25%	100	100	12.50
QC2	Audience Insight and Development	25%	100	100	25.00
QC3	Problem Solving and Strategy development	25%	100	100	25.00
QC4	Talent and Talent Development	15%	100	100	15.00
Quality mark					100.00
Quality Weighting 80% - Quality score					80.00

Table C – Lot 3 Content Versioning and Distribution

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
QA4	Social Value	10%	100	50	5.00
QD1	Account Management	30%	100	50	15.00
QD2	Collaborative Working	15%	100	50	7.50
QD3	Change Management	15%	100	50	7.50
QD4	Onboarding and Transition Management	30%	100	50	15.00
Quality mark					50.00
Quality Weighting 70% - Quality score					35.00

Table E – Lot 4 Stock Imagery, Footage and Sound

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
QA4	Social Value	10%	100	100	10.00
QE1	Account Management	40%	100	50	20.00
QE2	Collaborative Working	20%	100	100	20.00
QE3	Value for Money	20%	100	50	10.00
Quality mark					60.00
Quality Weighting 50% - Quality score					30.00

Table F – Lot 5 Events

Question		Question Weighting	Maximum mark available	Your final mark	Your weighted mark
QA4	Social Value	10%	100	100	10.00
QF1	Account Management and talent	25%	100	50	12.50
QF2	Full end to end delivery	40%	100	100	40.00
QF3	Technical capability and process / approach	25%	100	50	12.50
Quality mark					75.00
Quality Weighting 80% - Quality score					60.00

10. Award quality questionnaire

Please refer to Attachment 2b - Award questionnaire response guidance, evaluation and marking scheme

11. Price evaluation

Please refer to Attachment 3 - Pricing guidance and evaluation process

12. Final decision to award

12.1 How we will calculate your final score

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

Example, Lot 1, Lot 2 and Lot 5:

Bidder	Quality score	Price score	Final score
	(Maximum score available 80)	(Maximum score available 20)	(Maximum score available 100)
Bidder 1	80	20	100
Bidder 2	70	15	85
Bidder 3	60	12	72

Example Lot 3:

Bidder	Quality score	Price score	Final score
	(Maximum score available 70)	(Maximum score available 30)	(Maximum score available 100)
Bidder 1	70	30	100
Bidder 2	60	25	85
Bidder 3	50	15	65

Example Lot 4:

Bidder	Quality score	Price score	Final score
	(Maximum score available 50)	(Maximum score available 50)	(Maximum score available 100)
Bidder 1	50	50	100
Bidder 2	40	40	80
Bidder 3	30	25	55

We will then rank all final scores from highest to lowest.

Lot 1

If more than two (2) bids from a Holding Company Group are ranked within the top twelve (12) places in Lot 1, only the top two (2) ranked Potential Agencies will be awarded a place on Lot 1.

In this instance an offer of a Framework Contract will be made to the next ranking Potential Agency(ies) in Lot 1 until all 12 places have been allocated.

The maximum number of bidders for Lot 1 of this framework may increase where two (2) or more bidders have tied scores in last position only.

Should any of the successful Potential Agency's decline to accept a Framework Contract, then it will be offered to the next ranked Potential Agency, until it has been accepted.

Lot 1 example

Bidder	Final score	Ranking	Places on Lot	Notes
Bidder Blue	95	1	1	
Bidder Red	94	2	2	
Bidder Orange	92	=3	3	Bidder Orange and Bidder Lime same final scores jointly ranked in 3rd place, they take place 3 and place 4 on the Lot.
Bidder Lime	92	=3	4	
Bidder Purple	80	5	5	
Bidder Yellow	78	6	6	
Bidder Green	76	7	7	

Bidder Grey	74	8	-	Bidder Blue, Bidder Purple, Bidder Grey and Bidder Mint are all part of the same Holding Group of companies. Therefore, as Bidder Blue and Bidder purple ranked highest they are offered a Framework Contract. Bidder Grey and Bidder Mint are not offered a Framework Contract for Lot 1.
Bidder Mint	72	9	-	
Bidder Olive	70	10	8	
Bidder Black	68	11	9	
Bidder White	66	12	10	
Bidder Brown	75	13	11	
Bidder Cyan	70	=14	12	12th place is the last position. As Bidder Cyan and Bidder Navy achieved the same final score they are both offered a Framework Contract. In this example Lot 1 will have 13 Agencies.
Bidder Navy	70	=14	13	

Lot 2, Lot 3, Lot 4 and Lot 5

We will offer the number of bidders a Framework Contract as set out in paragraph 3 of attachment 1 – about the framework.

Lot 2 and Lot 5

The maximum number of bidders for Lot 2 and Lot 5 of this framework may increase where two (2) or more bidders have tied scores in last position only.

Should any of the successful Potential Agency's decline to accept a Framework Contract, then it will be offered to the next ranked Potential Agency, until it has been accepted.

Lot 3

Where there are two (2) or more Potential Agencies who have tied scores and are placed in the first position for Lot 3, CCS will apply a tie breaker and the Potential Agency who obtained the highest quality score for question QD1 Account Management will be awarded the Framework Contract for Lot 3. In the event that there are still two (2) or more Potential Agencies who have tied scores following the tie break process outlined above, then CCS will use the quality score for QD4 Onboarding and Transaction Management. The Potential Agency who obtained the highest quality score for this question will be awarded the Framework Contract for Lot 3.

Lot 4

Where there are two (2) or more Potential Agencies who have tied scores and are placed in the first position for Lot 4, CCS will apply a tie breaker and the Potential Agency who obtained the highest quality score for question QE1 Account Management will be awarded the Framework Contract for Lot 4. In the event that there are still two (2) or more Potential Agencies who have tied scores following the tie break process outlined above, then CCS will use the quality score for question QE2 Collaborative Working. The Potential Agency who obtained the highest quality score for this question will be awarded the Framework Contract for Lot 4.

12.2 Intention to award

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 who are still in the competition i.e. who have not been excluded.

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.

If during standstill we do receive a substantive challenge to our decision to award and the challenge is for a certain lot, we reserve the right to conclude a Framework Contract with successful bidders for the lot(s) that have not been challenged.

Following the standstill period, and if there are no challenges to our decision, successful bidders will be formally awarded a Framework Contract subject to signatures.

12.3 Framework contract

You must sign and return the Framework Contract within 10 days of being asked. If you do not sign and return, we will withdraw our offer of a Framework Contract.

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

This means

- Employer's (Compulsory) Liability Insurance = £5,000,000
- Professional Indemnity Insurance= £1,000,000
- Product Liability Insurance = £2,000,000
- Cyber Essentials certification for your organisation and consortia members and/or key subcontractors where applicable. If your organisation is bidding as part of a consortium and/or proposes to use key subcontractors to carry out the services and these consortia members and key subcontractors shall be involved in handling sensitive and personal information with regard to the services, then you need to provide those consortium and/or key subcontractors Cyber Essentials certificates.

Lot 3 only

- ISO:9001
- ISO:27001
- ISO:14001
- ISO 30071-1

on contract award or within 90 days of contract award. Again, if your organisation is bidding as part of a consortium and/or proposes to use key subcontractors to carry out the services and these consortia members and key subcontractors shall be involved in handling information with regard to the services, then you need to provide those consortium and/or key subcontractors ISO certificates.

Lot 1 only

- ISO 30071-1

on contract award or within 90 days of contract award.