

|  |  |
| --- | --- |
|  | E-mail: Steve.Douch@os.uk  Date: 30th April 2018  RFQ Ref: BS0713.2018 |

Dear Sir/Madam

REQUEST FOR QUOTATION (RFQ) – Pay per Click

Ordnance Survey Ltd is a company registered in England and Wales (company registration number 09121572) whose registered address is at Explorer House, Adanac Drive, SOUTHAMPTON, SO16 0AS, UK (**OS**). OS is a limited company in which the entire share capital is owned by the Department for Business, Energy & Industrial Strategy (**BEIS**).

OS is the national mapping agency of Britain and is responsible for the surveying, production, maintenance, and marketing of a wide range of geographic information, relied on by government, business, and individuals. Further information can be found on our website: <http://www.os.uk>

This RFQ sets out OS’s requirements for an agency to manage all pay per click (PPC) activity across Google, Bing and Apple. It also provides participants with specific instructions which must be followed, when responding to this RFQ.

**Summary**

OS is the national mapping agency of Britain and is responsible for the surveying, production, maintenance, and marketing of a wide range of geographic information, relied on by government, business, and individuals. Further information can be found on our website: <http://www.os.uk>  
  
Our business is split in to 3 market facing units – B2B, Government and Consumer. OS have been running paid search activity for a number of years to support consumer and it is established as a core channel, driving a significant proportion of sales for the OS Shop as well as supporting brand campaigns. Our B2B unit is also trialling paid search for lead generation.

At this stage the majority of our PPC activity is to support the Consumer business and therefore this RFQ is mainly focused on Consumer however the scope of work will also include B2B. This contract is for 2 years.

The incumbent agency has been working with us for several years however the contract is due to expire, and we therefore need to review the provision of this service. In addition, the nature of our Consumer business has changed and with more focus our direct sales are delivering strong year on year growth. The search space is also continually developing & with new functionality we feel there is opportunity to do more and drive higher return from our activity with a renewed focus on this area.

To support this, OS are requesting services, as specified in Appendix A (Statement of Requirements). If you require any additional information in order to provide the required submission, please submit any questions to the procurement contact above, via the following email address: [steve.douch@os.uk](mailto:steve.douch@os.uk) (marked for the attention of the procurement contact), no later than **12 midday on 4 May 2018**. OS reserves the right to issue the response to any clarification request made by you to all participants.

All submissions must be returned no later than **12 midday on 11 May 2018**. Please note that OS may reject any submission not received by this date.

OS reserves the right to cease this procurement process at any time without any liability (whether in contract, tort or negligence) to the participant. All OS’s technical and commercial information contained within this RFQ must be considered confidential and must not be disclosed to a third party.

OS has no liability for any costs incurred by the participant in preparing or evaluating this quotation. The request and submittal of the quote does not constitute a purchase agreement between OS and the participant. OS reserves the right to amend, add or delete its requirements from this RFQ. This RFQ does not constitute an order or contract offer and there is no obligation for OS to accept your submitted proposal.

All documents and information contained in this RFQ shall remain the property of OS. Participants shall not disclose either: a) the fact that they have been invited to participate in this RFQ or release details of the proposed contract; or b) details of their quotation in whole or in part, other than on an ‘in confidence’ basis to those who have a legitimate need to know or with whom they need to consult for the purposes of preparing the quotation.

**Amendments to RFQ**

At any time prior to the date for submission of RFQ responses, OS may amend the procurement process or the RFQ. Any such amendment shall be issued to all participants at the same time, and if appropriate to ensure participants have reasonable time in which to take such amendment into account, the date for submission of RFQ’s shall, at the discretion of OS, be extended

***Freedom of Information Act 2000* (‘FOIA’) and *Environmental Information Regulations 2004* (‘EIR’)**

OS is committed to meeting their legal responsibilities under FOIA and EIR. Accordingly, all information submitted to OS (including without limitation, the information contained in the RFQ and the proposals received from Participants in response) may need to be disclosed by OS in response to a request for information.

OS may also decide to include certain information in the relevant publication scheme maintained under FOIA or EIR. In making a submission, each participant therefore acknowledges and accepts that the information contained therein may be disclosed under the FOIA or EIR.

In respect of any information submitted by a participant that it considers being commercially sensitive the participant should: 1) clearly define such information as commercially sensitive; 2) explain the potential implications of disclosure of such information; and 3) provide an estimate of the period of time during which the Participant believes that such information will remain commercially sensitive.

However, participants should be aware that even where a participant has indicated that information is confidential or commercially sensitive, OS is responsible for determining, at its absolute discretion, whether such information is exempt from disclosure under FOIA or EIR, or must be disclosed in response to a request for information. Blanket labelling of all the content of submissions as ‘confidential’ is not acceptable.

Participants should also note that the receipt by OS of any material marked ‘confidential’ or equivalent does not mean that that OS accepts any duty of confidence by virtue of that marking, and OS has the final decision regarding the disclosure of any such information in response to a request for information under the FOIA or EIR.

**Conflict of Interest**

Participants are responsible for ensuring that there are no conflicts of interest either between their own advisers and those of OS, or between the members of its consortium and their sub-contractors. Participants must notify OS of any actual or potential conflict of interest as soon as reasonably practicable as soon as it becomes aware of such a conflict and the measures it has taken and/or proposes to take to deal with such a conflict. OS reserves the right to disqualify the Participant where the measures taken or proposed do not address the conflict to OS’s satisfaction.

**Non-canvassing, non-collusion, compliance with Bribery Act 2010 and The Modern Slavery Act 2015**

OS takes a zero-tolerance approach to bribery. Participants must have demonstrated that they take a robust approach to bribery prevention through either written policies or oral communication and training of its staff and agents.

OS also takes a zero-tolerance approach to slavery and is committed to preventing acts of slavery and human trafficking (as set out in the *Modern Slavery Act 2015* (**MSAct**)) from occurring within both its business and supply chain. Ordnance Survey will expect any successful Contractor to be able to ensure it, and its supply chains, are compliant with the MSAct.

Participants must not canvass or solicit or offer any gift or consideration whatsoever as an inducement or reward to any officer or employee of, or person acting as an adviser to, OS in connection with the submission of a Tender, evaluation of responses, short-listing of Participants and in connection with the overall procurement exercise.

Participants must submit a bona fide response and confirm, by a signed return of the certificate at Appendix 1, that it has not prepared its response in collusion with any third party and will not engage in collusive behaviour during the tender process.

Please do not hesitate to contact me if you have any questions concerning this project; thank you in advance for your support with this project.

Yours sincerely

Steve Douch, Category Manager

For and on behalf of Ordnance Survey Limited

APPENDIX A – STATEMENT OF REQUIREMENTS

**BACKGROUND**

Ordnance Survey Leisure is the consumer face of the OS business and we believe in helping more people get outside more often. Within the wider business, our task is to be the core brand carrier, showcasing our market leading geographical information and ensuring that the brand remains relevant. In doing this we aim to build the brand, inspire customers and drive increased profitable sales.

We trade directly on our website and via our retail partners who broadly consist of high street retailers (e.g. WH Smith, Waterstones), Outdoor specialists (Blacks, Millets, Cotswold Outdoor etc.), wholesalers and Amazon.

We aspire to be seen as more than just a paper map provider – we want to be seen as a foundational element for outdoor activity and adventure.

**How do we currently run PPC?**

Our Consumer PPC activity is used to support both product sales and downloads of our app and currently consists of the following

* Google Search
* Google Shopping
* Google Universal App Campaigns
* Bing Search
* Apple Search

We believe there is also an opportunity to run Bing Shopping campaigns, expand our app campaigns and run GDN activity and remarketing. Our Shopping activity is supported by a product feed which is managed and optimised by Feedspark.

* Our accounts with Google and Bing are owned by OS and we pay directly.
* Activity consists of a mix of planned and reactive activity. We work to a product promotion schedule to ensure coverage of products offers and this enables activity to be planned in advance. Due to the nature of the business there are often more reactive requirements that present an opportunity and we endeavour to leverage these where possible.
* Tracking is through Universal Analytics and directly through Google Merchant Centre, Google Adwords, and Apple Search. Our App Analytics is somewhat limited and we’re currently researching which solutions are most suited to our requirements.
* In terms of targets we work with our agency to agree monthly targets and these are currently based around spend, last click revenue and ROI.

**Objectives**

Our core objectives for paid search are:

1. Drive revenue whilst achieving agreed ROI targets. In the 2017/18 financial year OS generated more than £1.2 million in revenue from paid search from around 52k transactions
2. Drive downloads of the OS Maps app. In the 2017/18 financial year we drove more than 55k downloads via UACs and Apple Search

Secondary objectives:

1. Brand protection/strengthening
2. High visibility in searches for products we sell, creating top of mind awareness

**Targets and KPIs**

Our primary KPIs are

* Revenue
* ROI
* App Downloads (volume)
* App Cost Per Download

**Our competitors**

Within paper mapping we hold 96% of the market however there are emerging competitors with smaller format maps. In addition, some of our licensed partners, distributors and wholesalers are also using PPC. As part of our trading agreements there should be no brand bidding from our partners and we believe with the strength of the OS brand, our direct map sales should be dominant in the PPC space.

Competitors for GPS devices and other tech tend to be specialist outdoor retailers & cycling retailers alongside some more general retailers.

For OS Maps we have a number of competitors ranging from pure mapping services (e.g. Viewranger) to more leisure-based apps such as Walkmeter, Komoot, Strava, Endomondo etc.

**Budget**

The media budget for FY18/19 is £320k for Consumer & £50k for B2B and this is paid directly to Google, Bing & Apple.

Agency retainer is paid in addition to this and must be no more than £6k per month

**Support Requirements**

The successful agency will be required to deliver reporting by business unit as follows:

* Weekly reports detailing per channel and campaign: to include clicks; impressions; average CPC; cost; average position; conversions; cost per conversion; conversion rate; revenue; ROI. Revenue and ROI to be compared against set targets. Short commentary.
* Monthly reports with the same metrics as weekly reports with a summary of account performance including what went well, what didn’t go well, why and suggested solutions/optimisation.
* Weekly status call to discuss recent performance and scheduling/tasks for upcoming campaigns.
* Face to face quarterly account review to discuss seasonal performance and mid to long term planning with a full evaluation of performance trends. An overview of what’s happening in the PPC market and new functionality/opportunities to use in future campaigns.

**RESPONSE REQUIREMENTS**

In your response please provide answers to the questions set out below in relation to your agency, recommendations around account structure, budgets and return on investment & costs. Within your response you **MUST** label your answers clearly with the question number that they relate to.

**Agency**

1. Is your agency a Google partner? Yes / No. Please note this is a mandatory requirement and only Google Partners will be considered.
2. Please outline the members of your team that would work on this account, their background and expertise. (15 marks)
3. Please provide two case studies of similarly complex clients that you have worked within retail and examples of the achievements/success within these accounts. Please also provide an example of a B2B account you have worked on with examples of achievements / success (10 marks)
4. Data is integral to our marketing approach. Please outline how your agency uses data for PPC and how this differentiates you from other PPC providers? (20 marks)
5. Please outline how you approach testing and continuous improvement and the processes you use to manage this? (15 marks)
6. What is your approach to brand bidding? (10 marks)
7. What is your approach to building quality score? (15 marks)
8. Please confirm that your agency can take on B2B at a future point if required (Yes / No) (10 marks)
9. Does your agency provide Amazon Marketing Services? If yes, please outline some of the clients you are working with. Please note this is not currently a requirement but the scope of the contract may be changed in future to encompass this. (5 marks)

**Account Structure**

1. Please outline how would you structure the OS PPC account? E.g. in Adwords what structure would you use? (50 marks)
2. How would you manage any overlap between Consumer and B2B activity (10 marks)
3. How would you use data and targeting functionality to drive performance for OS? (40 marks)
4. What is your process for managing bid levels? Do you use any bid management tools/software? (20 marks)
5. What reporting are you able to offer? Do you use any reporting tools? (20 marks)
6. Omnichannel – how can we use PPC to better support retail sales with our partners such as WH Smith, JD Group and Cotswold Outdoor (10 marks)
7. What are the top three things you would implement across our activity to drive incremental benefit? (30 marks)
8. Optimisation – how do you monitor performance and ensure that changes are quickly picked up and acted upon? (20 marks)

**Spend Allocation & Return on Investment**

1. Please detail proposed budget allocation and projections for Consumer (please provide information using the table in appendix D) and the rationale behind this. (100 marks)

Please note targets will be mutually agreed annually and reviewed monthly

**Costs**

1. Please outline the resource you would require to support OS activity using the template provided in Appendix E (100 marks)
   * What is the total monthly cost? Please note submissions where total monthly cost exceeds £6k will not be considered. and marks will be awarded for lower cost submissions.
   * What payment model would you propose?

## **Timescales**

The dates below represent an outline of the planned progress for the procurement, although these dates are for guidance only and are intended to provide Participants with the timeframe which we presently foresee for this procurement. We may change this timetable at any time at our sole discretion.

|  |  |
| --- | --- |
| 30th April | Brief sent out to Suppliers |
| 4th May | Closing date for receipt of clarification questions |
| 11th May | Closing date for submission of proposals |
| 23rd May | Agency commissioned |
| 12th June | Campaign live |

APPENDIX A - AWARD & SCORING CRITERIA

OS’s award criteria for this RFQ is based on making an evaluation of the most economically advantageous tenders (MEAT), based on an assessment of quality, timing, and price. OS will not be bound to accept the lower price quote. Post-negotiation may be entered into, if necessary to qualify or clarify tenders, or to discuss potential improvement or adjustments to the Participant’s offer. OS’s evaluation team will consist of competent and experienced personnel able to assess and score each aspect of the submissions. A moderation exercise by the team will ensure that scoring is applied on a fair, reasonable and consistent basis.

Submissions against each of the sections will be marked in accordance with the Evaluation Matrix, and against the below questions. The ‘final evaluated’ values will be added together to give the overall score for the evaluation. The bids will be ranked according to the overall scores achieved.

Subject to satisfying all relevant requirements, the award criteria weightings that will be applied when evaluating the full detailed proposal will be:

|  |  |  |
| --- | --- | --- |
|  |  | **Marks Available** |
| 1 | AGENCY - Do the Answers demonstrate that the agency has the capability and expertise to service the OS account, work in a proactive manner and drive improvements? | 100 |
| 2 | ACCOUNT STRUCTURE – Does the proposal outline a clear approach to each of the questions raised with a clear rationale where requested. | 200 |
| 3 | SPEND ALLOCATION & ROI – Does the proposal demonstrate how spend would be allocated, projected returns and include a clear rationale as to why this approach is recommended. | 100 |
| 4 | COSTS – Does the proposal detail all monthly costs within a £5k budget and provide a breakdown of the resource that would be required to service the account | 100 |

Cost evaluations will consist of the following formula: ***Lowest price*** *divided by* ***Participants price****) multiplied by the* ***Marks available*** *= the* ***Participants Weighted Score)***

Submissions against the Statement of Requirements (in Appendix A) for quality & timings will be marked in accordance with the Evaluation Matrix, using the scoring criteria below.

|  |  |  |
| --- | --- | --- |
| **Judgement** | **Score** | **Performance** |
| Capable | 5 | Provides a full and comprehensive response to the requirement/s, supported by evidence (where applicable), to indicate the Participant can fully meet the requirement/s and does not raise any concerns about the Participants ability to meet all of the relevant requirement/s and/or to deliver the services to the required standard. |
|
| Potential | 3 | Provides a full response to the requirement/s, however the supporting evidence only partially addresses the requirement; and/or Provides a response to the requirement/s, which raises concerns about the Participant’s ability to meet the requirement/s. |
| Concerns | 1 | Responds to the requirement/s, however, has only partially addressed the specific issues (if any) identified by OS; and/or Provides insufficient evidence (where applicable) to support its response; and/or Responds to all the requirement/s with insufficient detail raising significant concerns about the Participants ability to meet all the requirement/s; and/or Provides a response which raises significant concerns about the Participants ability to meet the requirement/s. |
|
| Inadequate | 0 | Does not provide a response to the requirement/s; or Responds to the requirement/s, however fails to address the specific issues (if any) identified by OS; or Fails to provide any evidence (where applicable) to support its response.  Any 0 scores will mean an immediate disqualification from the tender. |
|

APPENDIX B – TERMS & CONDITIONS

Please note that any order placed, will be under OS’s terms and conditions. No other terms will be accepted. All bidders agree to these terms by responding to the tender.



APPENDIX C – COMPANY INFORMATION

Please complete and return the attached Company Information form, this will not be scored as part of the evaluation process but will held on our records for information purposes. However, if the information contained in this form, highlights any areas of concern about the viability of your organization, we reserve the right to eliminate any proposals put forward by you.



APPENDIX D – ANNUAL SPEND ALLOCATION AND ROI

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Search** | | | **Shopping Campaigns** | | | **App Downloads** | | |
|  | Spend | Projected Revenue | ROI | Spend | Projected Revenue | ROI | Spend | Projected Downloads | Cost per Download |
| Paper Maps |  |  |  |  |  |  |  |  |  |
| GPS & Other Tech |  |  |  |  |  |  |  |  |  |
| Books and Guides |  |  |  |  |  |  |  |  |  |
| App Downloads |  |  |  |  |  |  |  |  |  |

APPENDIX E – RESOURCE ALLOCATION

|  |  |
| --- | --- |
| **Total Monthly Cost** | £ |
| **Role** | **Weekly Hours** |
| e.g. PPC Executive |  |
| e.g. Account Manager |  |
|  |  |
|  |  |
|  |  |
|  |  |