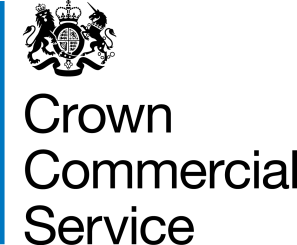
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| **AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION AND MARKING SCHEME**  **MEDIA AUDITING SERVICES**  **REFERENCE NUMBER**  **RM 3727**  **ATTACHMENT 3** |

**AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION AND MARKING SCHEME**

1. **INTRODUCTION**
   1. This document provides an overview of the methodology which will be adopted by the Agent to evaluate your response to each question set out within the Award Questionnaire. It also sets out the Marking Scheme which will apply. For the avoidance of doubt, references to “you” in this document shall be references to the Potential Provider.

1.2 The defined terms used in the ITT document (Attachment 1) shall apply to this document.

1. **OVERVIEW**
   1. The Award Questionnaire is broken down into the following sections:

SECTION A – MANDATORY QUESTIONS

SECTION B – SCORED QUESTIONS

* 1. If you fail to provide a response to any question of the Award Questionnaire, your Tender may be deemed to be non-compliant. If a Tender is deemed to be non-compliant, the Tender will be rejected and you as a Potential Provider excluded from further participation in this Procurement.
  2. If a Tender is deemed to have failed to meet the minimum quality threshold in accordance with paragraph 11.4.11 of the ITT (Attachment 1), the Tenderer will not proceed to the next stage and you as a Potential Provider will be excluded from further participation in this Procurement.

* 1. A summary of all the questions contained within the Award Questionnaire, along with the Marking Scheme and Maximum Score Available (where applicable) for each question is set out below:

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| **Section** | | **Marking Scheme** | **Weighted Score Available (%)** |
| **SECTION A – MANDATORY QUESTIONS** | | | |
| AQA1 | Mandatory Requirements | Pass / Fail | N/A |
| **SECTION B – SCORED QUESTIONS** | | | |
| AQB1 | Account Management | 100\75\50\25\0 | 10 |
| AQB2 | Auditor’s Benchmark Pools | 100\75\50\25\0 | 40 |
| AQB3 | Evolving Media Marketplace | 100\80\60\40\20\0 | 30 |
| AQB4 | International Audits | 100\75\50\25\0 | 10 |
| AQB5 | Deep Dive Audits | 100\75\50\25\0 | 10 |

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| **SECTION A – MANDATORY QUESTIONS** | |
| **AQA1 – COMPLIANCE WITH FRAMEWORK AGREEMENT SCHEDULE 2: SERVICES AND KEY PERFORMANCE INDICATORS, PART A: SERVICES** | |
| Please indicate by selecting either option **YES** or **NO,** that in the event you are awarded a place on the Framework Agreement, whether you will or will not, unreservedly deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services.  **YES -** You will, unreservedly deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services.  **NO -** You will not, or cannot deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services. | |
| **AQA1 – Response Guidance**  **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 Procurement.**  You are required to select either option **YES** or **NO** from the drop down list associated with this question.  Providing a **YES** response means the Potential Provider will, unreservedly deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2: (Services and Key Performance Indicators) Part A: Services.  If the Potential Provider selects **NO** (or does not answer the question) to indicate that they will not, or cannot, deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services, then the Potential Provider will be disqualified from further participation in this Procurement. | |
| **Marking Scheme** | **Evaluation Guidance** |
| **PASS** | The Potential Provider has confirmed that they will, unreservedly deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services. |
| **FAIL** | The Potential Provider has confirmed that they will not, or cannot, deliver in full, all the mandatory Service requirements as set out in Attachment 4b – Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services.  OR  The Potential Provider has not selected either **YES** or **NO**. |

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| **SECTION B – SCORED QUESTIONS** | |
| **AQB1 – ACCOUNT MANAGEMENT** | |
| The Agent requires the Potential Provider to demonstrate how you will provide an account management service and how you will work collaboratively with the Supplier of the Media Buying Framework Agreement, in order to consistently deliver a quality service to the Authority and/or Contracting Authorities, throughout the life time of the Framework Agreement.  **Maximum character count – 8192 characters including spaces and punctuation.** | |
| **AQB1 Response Guidance**  **All Potential Providers must answer this question.**  You must insert your response into the text box(s) in the e-Sourcing Suite.  Your response must clearly demonstrate the processes you will have in place to provide an account management service with suitably qualified and experienced resources and how you will work collaboratively with the Supplier of the Media Buying Framework Agreement, throughout the life time of the Framework Agreement in order to consistently deliver a quality service.  Your response must:   1. Demonstrate how you will structure your account management function and explain how you will monitor performance, and maintain and retain the qualifications, experience, skills and capabilities of the dedicated resources who are appointed, to ensure that the Media Auditing requirements of the Framework Agreement are consistently delivered.   Note: In addition to the maximum character count for this question, you may choose to include one (1) upload in the form of one (1) A4 size chart or diagram to support your response to this question;   1. Demonstrate how your account management service will promote, deliver and communicate, identification of opportunities and strategies for assessing the effectiveness of Government Media Buying in terms of both price and quality (as set out in paragraph 2.4 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services; 2. Demonstrate how you will ensure that during periods of increased demand you will maintain a consistent level of service, through the account management function, to support the variable requirements of the Framework Agreement and different contracting authorities; 3. Demonstrate how you will build and maintain an effective working relationship with the Supplier of the Media Buying Framework Agreement, whilst ensuring that you provide the Authority and Contracting Authorities with an independent assessment of the Supplier’s performance under the Media Buying Framework which is objective and without bias.   Responses should be limited to, and focused on each of the component parts of the question posed (a to d). Potential Providers 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 areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (a to d) you are responding to.  **Maximum character count – 8192 characters including spaces and punctuation. This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words.**  **Note: No attachments are permitted; other than on component (a) where you may choose to include one (1) upload in the form of one (1) A4 size chart or diagram to support your response to element (a) only.**  **This should be attached to question AQB1 and entitled “[insert your company name -**  **Account Management Structure]”**    **Any other additional documents submitted will not be taken into consideration for the purposes of evaluation.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | The Potential Provider’s response fully addresses all 4 of the component parts (a to d) of the response guidance above. |
| **75** | The Potential Provider’s response fully addresses only 3 of the 4 component parts (a to d) of the response guidance above. |
| **50** | The Potential Provider’s response fully addresses only 2 of the 4 component parts (a to d) of the response guidance above. |
| **25** | The Potential Provider’s response fully addresses only 1 of the 4 component parts (a to d) of the response guidance above. |
| **0** | The Potential Provider’s response has not fully addressed any of the 4 component parts (a to d) of the response guidance above.  OR  A response has not been provided to this question. |

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| **AQB2 - AUDITOR’S BENCHMARK POOLS** | |
| The Agent requires the Potential Provider to clearly demonstrate the process, methodology you will use and the data that you will have in place for producing Auditor’s Benchmark Pool data to suitably benchmark the cost, value, efficiency and quality of Government media spend and generate real insights to drive media buying performance for the Authority and/or Contracting Authorities throughout the lifetime of the Framework Agreement, in accordance with the requirements of the Framework Agreement, as set out in Attachment 4b – Framework Schedule 2 (Services and Key Performance indicators) Part A: Services.  **Maximum character count – 12288 character including spaces and punctuation**. | |
| **AQB2 - Response Guidance**  **All Potential Providers must answer this question.**  You must insert your response into the text box(s) in the e-Sourcing Suite.  The Agent requires the Potential Provider to clearly demonstrate the process, methodology you will use and the data that you will have in place for producing Auditor’s Benchmark Pool data to suitably benchmark the cost, value, efficiency and quality of Government media spend and generate real insights to drive media buying performance for the Authority and/or Contracting Authorities throughout the lifetime of the Framework Agreement, in accordance with the requirements of the Framework Agreement, as set out in Attachment 4b – Framework Schedule 2 (Services and Key Performance indicators) Part A: Services.  Your response must:   1. Demonstrate how you will measure and report on the Media Buying Agency’s performance and agreed Agency deals, as set out in paragraph 2.2 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services; 2. Demonstrate your methodology for calculating savings which will demonstrate Media Value per media type and your quality deliverables, as set out in section 4 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services; 3. Demonstrate how your Pool or Estimated Data will be of a sufficient size and quality by media type to meet the requirements of this high value; Pan Government Framework by detailing billing, share of market, number of advertisers and how often you update each Pool. 4. Demonstrate how you will use evaluation results to drive real and actionable insights to improve customer buying performances.   Responses should be limited to, and focused on each of the component parts of the question posed (a to d). Potential Providers 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 areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (a to d) you are responding to.  **Maximum character count – 12288 character including spaces and punctuation.**  **This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words.**  **No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | The Potential Provider’s response fully addresses all 4 of the component parts (a to d) of the response guidance above. |
| **75** | The Potential Provider’s response fully addresses only 3 of the 4 component parts (a to d) of the response guidance above. |
| **50** | The Potential Provider’s response fully addresses only 2 of the 4 component parts (a to d) of the response guidance above. |
| **25** | The Potential Provider’s response fully addresses only 1 of the 4 component parts (a to d) of the response guidance above. |
| **0** | The Potential Provider’s response has not fully addressed any of the 4 component parts (a to d) of the response guidance above.  OR  A response has not been provided to this question. |

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| **AQB3 – EVOLVING MEDIA MARKETPLACE** | |
| The Agent requires the Potential Provider to demonstrate how their Auditing methodologies will evolve to reflect the changes to the media marketplace throughout the duration of the Framework Agreement, as set out in paragraph 3.15 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services.  **Maximum character count – 12288 character including spaces and punctuation.** | |
| **AQB3 – Response Guidance**  **All Potential Providers must answer this question.**  You must insert your response into the text box(s) in the e-Sourcing Suite.  Your response must clearly demonstrate how you will manage and overcome the challenges emerging in the media marketplace throughout the duration of the Framework Agreement, as set out in paragraph 3.15 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services.  Your response must:   1. Demonstrate how your auditing approach will improve the transparency and visibility of all types of digital advertising, including search, social and programmatic trading;      1. Demonstrate how your auditing techniques will keep pace with the changes in the digital buying and publishing landscape to demonstrate both campaign and inventory quality; 2. Demonstrate how you will measure the value of cross platform deals from media owners that span online and offline media; 3. Demonstrate how you will manage and overcome the challenges of emerging themes, whilst maintaining and delivering the maximum level of auditability of media buying data; 4. Demonstrate how you will manage and overcome the challenges of the increasing use of digital media (i.e. display, biddable and rich media), whilst ensuring a benchmark for auditing can still be achieved.   Responses should be limited to, and focused on each of the component parts of the question posed (a to e). Potential Providers 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 areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which component part (a to e) you are responding to.  **Maximum character count – 12288 characters including spaces and punctuation. This character count cannot be exceeded within the e-Sourcing Suite.  Responses must include spaces between words.   No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | The Potential Provider’s response fully addresses all 5 of the component parts (a to e) of the response guidance above. |
| **80** | The Potential Provider’s response fully addresses only 4 of the 5 component parts (a to e) of the response guidance above. |
| **60** | The Potential Provider’s response fully addresses only 3 of the 5 component parts (a to e) of the response guidance above. |
| **40** | The Potential Provider’s response fully addresses only 2 of the 5 component parts (a to e) of the response guidance above. |
| **20** | The Potential Provider’s response fully addresses only 1 of the 5 component parts (a to e) of the response guidance above. |
| **0** | The Potential Provider’s response has not fully addressed any of the 5 component parts (a to e) of the response guidance above.  OR  A response has not been provided to this question. |

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| **AQB4 – INTERNATIONAL AUDITS** | |
| The Agent requires the Potential Provider to outline the processes they will have in place which demonstrate how they will conduct international audits across the six media channels, as set out in section 5 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services.  **Maximum character count – 8192 character including spaces and punctuation.** | |
| **AQB4 – Response Guidance**  **All Potential Providers must answer this question.**  You must insert your response into the text box(s) in the e-Sourcing Suite.  Your response must clearly demonstrate the process that you will have in place for conducting international audits across the six media channels, as set out in section 5 of Attachment 4b – Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services. Your response must:   1. Demonstrate your approach to conducting international audits by each media channel, including the tools, techniques and data Pools that you will utilise for the Services to be provided under this Framework Agreement; 2. Demonstrate your approach which will explain how you will access international Pools, including details of the relevant markets where you will operate and the access you will have to relevant overseas data; 3. Demonstrate how you will ensure that your processes and approach to international audits will deliver additional media value to the international audits including how this will be measureable; 4. Demonstrate the process you will have in place for applying international media knowledge and expertise to ensure the Contracting Authority will benefit from best practice international auditing.   Responses should be limited to, and focused on each of the component parts of the question posed (a to d). Potential Providers 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 areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which component part (a to d) you are responding to.  **Maximum character count – 8192 characters including spaces and punctuation. This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words.**  **No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | The Potential Provider’s response fully addresses all 4 of the component parts (a to d) of the response guidance above. |
| **75** | The Potential Provider’s response fully addresses only 3 of the 4 component parts (a to d) of the response guidance above. |
| **50** | The Potential Provider’s response fully addresses only 2 of the 4 component parts (a to d) of the response guidance above. |
| **25** | The Potential Provider’s response fully addresses only 1 of the 4 component parts (a to d) of the response guidance above. |
| **0** | The Potential Provider’s response has not fully addressed any of the 4 component parts (a to d) of the response guidance above.  OR  A response has not been provided to this question. |

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| **AQB5 – DEEP DIVE AUDITS** | |
| The Agent requires the Potential Provider to outline the processes they will have in place which demonstrate how they will conduct Deep Dive Audits on specific campaigns in the UK, as set out in paragraph 8.2 of Attachment 4b - Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services.  **Maximum character count – 8192 character including spaces and punctuation.** | |
| **AQB5 – Response Guidance**  **All Potential Providers must answer this question.**  You must insert your response into the text box(s) in the e-Sourcing Suite.  Your response must clearly demonstrate the process that you will have in place for conducting Deep Dive Audits for Contracting Authority(s) on specific campaigns in the UK, as set out in paragraph 8.2 of Attachment 4b - Framework Schedule 2 (Services and Key Performance Indicators) Part A: Services.  Your response must:   1. Demonstrate your approach to conducting Deep Dive Audits for each media channel and how you will tailor your approach to ensure that the requirements of the different Contracting Authorities are met; 2. Demonstrate how your approach will include the provision of a performance breakdown by each Contracting Authority and how you will deliver insights and recommendations to support media buying improvements. 3. Demonstrate how you will ensure that your processes and approach to Deep Dive Audits will deliver additional media value to the Deep Dive Audits including how this will be measureable; 4. Demonstrate the process you will have in place for sharing lessons learned from Deep Dive Audits and how the Contracting Authority will benefit from best practice becoming working practice.   Responses should be limited to, and focused on each of the component parts of the question posed (a to d). Potential Providers 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 areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which component part (a to d) you are responding to.  **Maximum character count – 8192 characters including spaces and punctuation. This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words.**  **No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of evaluation.** | |
| **Marking Scheme** | **Evaluation Guidance** |
| **100** | The Potential Provider’s response fully addresses all 4 of the component parts (a to d) of the response guidance above. |
| **75** | The Potential Provider’s response fully addresses only 3 of the 4 component parts (a to d) of the response guidance above. |
| **50** | The Potential Provider’s response fully addresses only 2 of the 4 component parts (a to d) of the response guidance above. |
| **25** | The Potential Provider’s response fully addresses only 1 of the 4 component parts (a to d) of the response guidance above. |
| **0** | The Potential Provider’s response has not fully addressed any of the 4 component parts (a to d) of the response guidance above.  OR  A response has not been provided to this question. |