

Attachment 3 Pricing guidance and evaluation process

Campaign Solutions 2

Reference number RM6125

CONTENTS

[1 Introduction 2](#_Toc65120110)

[2 How to complete your pricing matrix 2](#_Toc65120111)

[3 Lot 1 price evaluation 3](#_Toc65120112)

[4 Lot 2 price evaluation 4](#_Toc65120113)

[5 Lot 3 price evaluation 6](#_Toc65120114)

[6 Lot 4 price evaluation 9](#_Toc65120115)

[7 Lot 5 price evaluation 12](#_Toc65120116)

[8 Abnormally low tenders 13](#_Toc65120117)

# Introduction

These instructions apply to all five (5) Lots of the Campaign Solutions 2 Framework, and are provided to assist all Potential Agencies in the completion of the pricing matrix relevant to the Lot(s) they are bidding for.

# How to complete your pricing matrix

## You should read and understand the instructions in the relevant Pricing Matrix, and in this attachment, before submitting your prices for each Lot, which you are bidding for.

## Potential Agencies are required to complete all highlighted fields within the Price Matrix worksheets, for each Lot(s) for which you intend to submit a bid.

## You should take into account our Management Charge. The sum payable by the Agency to CCS on all Charges for the Services invoiced to Clients (net of VAT) in each Month throughout the Term and thereafter until the expiry or earlier termination of all Call-Off Contracts entered into pursuant to this Framework Agreement. The Management Charge will apply in the following way:

a) CCS Management Charge:

All Charges for Deliverables invoiced to Clients will be charged at 1%. This charge is in consideration of the management and administration of this Framework Agreement. The Agency shall not pass this charge through to the Client.

b) GCS Management Charge:

Central Government Bodies using this framework are required to pay a management charge of 1% of the total contract value excluding VAT.

The charge is a set contribution from all government communications expenditure through this framework that effectively funds the cross government profession, Government Communication Service.

The 1% management charge is collected by the appointed agency on behalf of GCS and is added to the total net value of each invoice. This charge is not payable by wider public sector organisations.

The Agency should add this charge to the net total of their charges for all Government Clients Deliverables invoiced to such Client

## You should have read and understood the information on TUPE in paragraph 8 of attachment 1 – About the framework. You are reminded that it is your responsibility to take your own advice and consider whether TUPE is likely to apply and to act accordingly. You are encouraged to carry out your own due diligence exercise on the application of TUPE when completing your pricing matrix.

##  Your prices submitted must:

* + be exclusive of VAT
	+ be in British pounds sterling (£GBP), up to two decimal places

## Negative and zero bids will not be allowed

## The prices submitted will be the maximum payable under this framework. Prices may be lowered at the call-off stage.

## You must download and complete the Pricing Matrix Attachment 3 for the Lot(s) you are submitting a bid for:

* Lot 1 – Attachment 3.1
* Lot 2 – Attachment 3.2
* Lot 3 – Attachment 3.3
* Lot 4 – Attachment 3.4
* Lot 5 – Attachment 3.5

## When you have completed your pricing matrix, you must upload this into the eSourcing suite in the commercial envelope at question PQ1 for Lot 1, PQ2 for Lot 2, PQ3 for Lot 3, PQ4 for Lot 4 and PQ5 for Lot 5. If you do not upload your pricing matrix your bid may be rejected from this competition.

## Do not alter, amend or change the format or layout of the Pricing Matrix.

## Check you have completed all highlighted cells for each Lot you are bidding for.

## Failure to insert an applicable price may result in your bid being deemed non-compliant and may be rejected from this competition.

## The price evaluation will be undertaken separately to the quality evaluation process.

# Lot 1 price evaluation

## The Price Evaluation for Lot 1 is weighted at 20%.

## For Lot 1 the Potential Agency with the lowest Averaged Hourly rate will be awarded the maximum mark available (a price score of 20.00).

## All other Potential Agencies will get a price score relative to the lowest basket price.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Price score  |  |  | Lowest Averaged Hourly Rate |  | 20.00 (maximum mark available) |
|  | = |  | x |
|  |  | Potential Agencies Averaged Hourly Rate  |  |

## Example below is applicable for Lot 1:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bidder A |  | Bidder B |  | Bidder C |
| Averaged Hourly Rate  |  | Averaged Hourly Rate  |  | Averaged Hourly Rate  |
| £ 100.00 |  | £ 300.00 |  | £ 400.00 |
|  |   |   |   |   |

1. Bidder A has the lowest basket price of £100.00. Bidder A is awarded the maximum mark available, which is a price score of 30.00.
2. Bidder B submits a basket price of £300.00. Bidder B is awarded a price score of 6.66.
3. Bidder C submits a basket price of £400.00 and is awarded a price score of 5.00.

# Lot 2 price evaluation

## The Price Evaluation for Lot 2 is weighted at 20%.

## For Lot 2 the pricing will be evaluated on the basis of a “**Price Score**” which will consist of the marks awarded for each of the average day rates as per below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Average Day Rate** | **Weighting (%)** | **Maximum Mark Available** |
| Project/Dept. Based Retainer - Total Day rate GBP | A1 | 5% | 5.00 |
| 12 month Retainer - Total Day rate GBP | A2 | 5% | 5.00 |
| Project/Dept. Based Retainer - Total Day rate GBP | B1 | 5% | 5.00 |
| 12 month Retainer - Total Day rate GBP | B2 | 5% | 5.00 |

## The lowest average day rate will be awarded the maximum mark available.

## All other Potential Agencies will get a mark relative to the lowest bid.

## The calculation we will use to evaluate your mark for A1, A2, B1 and B2 is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Mark  |  | Lowest price |  | Maximum mark available  |
| = |  | x |
|  | Potential Agencies Price |  |

Example below is applicable for A1, A2, B1 and B2

A1 Average Day Rate example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bidder A |  | Bidder B |  | Bidder C |
| Average day rate |  | Average day rate |  | Average day rate |
| £150.00 |  | £200.00 |  | £250.00 |
|   |   |   |   |   |

1. Bidder A has the lowest price of £150.00 Bidder A is awarded the maximum mark available for A1 which is 5.00;
2. Bidder B submits a price of £200.00 Bidder B is awarded a mark of 3.75 for A1.
3. Bidder C submits a price of £250.00 and is awarded a mark of 3.00 for A1.

Each Potential Agencies marks will be added together to calculate the Price Score.

See example below:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Bidder A** | **Bidder B** | **Bidder C** |
| A1 Average Day Rate | 5.00 | 3.75 | 3.00 |
| A2 Average Day Rate | 5.00 | 1.25 | 2.00 |
| B1 Average Day Rate | 3.50 | 5.00 | 1.00 |
| B2 Average Day Rate | 2.50 | 2.00 | 5.00 |
| **Price Score**  | **16.00** | **12.00** | **11.00** |

# Lot 3 price evaluation

## The Price Evaluation for Lot 3 is weighted at 30%.

## For Lot 3 the pricing will be evaluated on the basis of a “**Price Score**” which will consist of the marks awarded for each of the below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Tab** | **Description** | **Weighting (%)** | **Maximum Mark Available** |
| Personnel | Total Local Hourly Rate (UK) | 7% | 7.00 |
| DAM | Total License cost - price per month | 1% | 1.00 |
| DAM | Total Price per month | 1% | 1.00 |
| Production | Total Rate (UK) | 1% | 1.00 |
| Production | Total Local Hourly Rate (UK) | 1% | 1.00 |
| Production | Total Local Daily Rate (UK) | 1% | 1.00 |
| Post Production | Total Unit Rate (UK) | 2% | 2.00 |
| Post Production | Total Local Hourly Rate (UK) | 2% | 2.00 |
| Transcreation | A) Total Unit Rate (UK) | 1% | 1.00 |
| Transcreation | Total Local Hourly Rate (UK) | 1% | 1.00 |
| Transcreation | B) Total Unit Rate (UK) | 1% | 1.00 |
| Broadcast Localisation | C) Total Unit Rate (UK) | 1% | 1.00 |
| Broadcast Localisation | Total Hourly Rate (UK) | 1% | 1.00 |
| Broadcast Localisation | D) Total Unit Rate (UK) | 1% | 1.00 |
| Audio | Total Unit Rate (UK) | 1% | 1.00 |
| Audio | Total Hourly Rate (UK) | 1% | 1.00 |
| Digital | Total Unit Rate (UK) | 2% | 2.00 |
| Print | Total Unit Rate (UK) | 1% | 1.00 |
| Print | Total Master | 1% | 1.00 |
| Print | Total Adapt | 1% | 1.00 |
| Print | Total Resize | 1% | 1.00 |

## The lowest price will be awarded the maximum mark available.

## All other Potential Agencies will get a mark relative to the lowest bid.

The calculation we will use to evaluate your mark is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Mark  |  | Lowest price |  | Maximum mark available  |
| = |  | x |
|  | Potential Agencies Price |  |

Example below is applicable for all of descriptions in the table above at 5.2.

Digital - Total Unit Rate (UK) example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bidder A |  | Bidder B |  | Bidder C |
| Price |  | Price |  | Price |
| £250.00 |  | £350.00 |  | £450.00 |
|   |   |   |   |   |

1. Bidder A has the lowest price of £250.00. Bidder A is awarded the maximum mark available which is 2.00;
2. Bidder B submits a price of £350.00 Bidder B is awarded a mark of 1.43.
3. Bidder C submits a price of £450.00 and is awarded a mark of 1.11.

Each Potential Agencies marks will be added together to calculate the Price Score.

See example below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tab** | **Description** | **Maximum Mark Available** | **Bidder A** | **Bidder B** | **Bidder C** |
| Personnel | Total Local Hourly Rate (UK) | 7.00 | 7.00 | 2.00 | 4.00 |
| DAM | Total License cost - price per month | 1.00 | 1.00 | 0.50 | 0.75 |
| DAM | Total Price per month | 1.00 | 1.00 | 0.50 | 0.25 |
| Production | Total Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Production | Total Local Hourly Rate (UK) | 1.00 | 1.00 | 0.50 | 0.25 |
| Production | Total Local Daily Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Post Production | Total Unit Rate (UK) | 2.00 | 2.00 | 1.50 | 1.00 |
| Post Production | Total Local Hourly Rate (UK) | 2.00 | 2.00 | 0.50 | 1.00 |
| Transcreation | A) Total Unit Rate (UK) | 1.00 | 1.00 | 0.50 | 0.25 |
| Transcreation | Total Local Hourly Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Transcreation | B) Total Unit Rate (UK) | 1.00 | 1.00 | 0.50 | 0.25 |
| Broadcast Localisation | C) Total Unit Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Broadcast Localisation | Total Hourly Rate (UK) | 1.00 | 1.00 | 0.50 | 0.25 |
| Broadcast Localisation | D) Total Unit Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Audio | Total Unit Rate (UK) | 1.00 | 1.00 | 0.50 | 0.25 |
| Audio | Total Hourly Rate (UK) | 1.00 | 1.00 | 0.50 | 0.75 |
| Digital | Total Unit Rate (UK) | 2.00 | 2.00 | 1.00 | 0.50 |
| Print | Total Unit Rate (UK) | 1.00 | 1.00 | 0.75 | 0.50 |
| Print | Total Master | 1.00 | 1.00 | 0.25 | 0.50 |
| Print | Total Adapt | 1.00 | 1.00 | 0.75 | 0.50 |
| Print | Total Resize | 1.00 | 1.00 | 0.25 | 0.50 |
| **Price Score**  | **30.00** | **13.50** | **15.25** |

# Lot 4 price evaluation

## The Price Evaluation for Lot 4 is weighted at 50%.

## For Lot 4 the pricing will be evaluated on the basis of a “**Price Score**” which will consist of the marks awarded for each of the below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Tab** | **Description** | **Weighting (%)** | **Maximum Mark Available** |
| Stock Image Pricing | Print | 1% | 1.00 |
| Stock Image Pricing | (Out of Home) OOH | 1% | 1.00 |
| Stock Image Pricing | Email Marketing | 1% | 1.00 |
| Stock Image Pricing | SMS Marketing | 1% | 1.00 |
| Stock Image Pricing | Pay Per Click | 1% | 1.00 |
| Stock Image Pricing | Experiential Marketing | 1% | 1.00 |
| Stock Image Pricing | On-line | 1% | 1.00 |
| Stock Image Pricing | Digital Display | 1% | 1.00 |
| Stock Footage Pricing | TV (National/Regional) | 1% | 1.00 |
| Stock Footage Pricing | VOD/Ad Smart | 1% | 1.00 |
| Stock Footage Pricing | Digital Display | 1% | 1.00 |
| Stock Footage Pricing | DOOH | 1% | 1.00 |
| Stock Footage Pricing | Cinema | 1% | 1.00 |
| Stock Footage Pricing | On-line | 1% | 1.00 |
| Stock Footage Pricing | Email Marketing | 1% | 1.00 |
| Stock Footage Pricing | Pay Per Click | 1% | 1.00 |
| Stock Footage Pricing | Experiential | 1% | 1.00 |
| Stock Footage Pricing | Web Content | 1% | 1.00 |
| Stock Footage Pricing | All Paid Media  | 1% | 1.00 |
| Stock Footage Pricing | Digital Only Licence\* | 1% | 1.00 |
| Stock Image & Footage Personnel | Unit Rate (UK) | 5% | 5.00 |
| Stock Image & Footage Personnel | Local Hourly Rate (UK) | 5% | 5.00 |
| Music Company Personnel Pricing | Local Hourly Rate (UK) | 10% | 10.00 |
| Music Library Pricing | TV Advertising Total | 2% | 2.00 |
| Music Library Pricing | Radio Advertising Total | 2% | 2.00 |
| Music Library Pricing | Online Advertising Total | 2% | 2.00 |
| Music Library Pricing | Branded Content/Online Productions total | 2% | 2.00 |
| Music Library Pricing | Corporate Use Total | 2% | 2.00 |

## The lowest price will be awarded the maximum mark available.

## All other Potential Agencies will get a mark relative to the lowest bid.

The calculation we will use to evaluate your mark is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Mark  |  | Lowest price |  | Maximum mark available  |
| = |  | x |
|  | Potential Agencies Price |  |

Example below is applicable for all of descriptions in the table above at 6.2.

Digital - Music Company Personnel - Local Hourly Rate (UK) pricing example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bidder A |  | Bidder B |  | Bidder C |
| Price |  | Price |  | Price |
| £450.00 |  | £600.00 |  | £900.00 |
|   |   |   |   |   |

1. Bidder A has the lowest price of £450.00. Bidder A is awarded the maximum mark available which is 10.00;
2. Bidder B submits a price of £600.00 Bidder B is awarded a mark of 7.50.
3. Bidder C submits a price of £900.00 and is awarded a mark of 5.00.

Each Potential Agencies marks will be added together to calculate the Price Score.

See example below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tab** | **Description** | **Maximum Mark Available** | **Tab** | **Description** | **Weighting (%)** |
| Stock Image Pricing | Print | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Image Pricing | (Out of Home) OOH | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Image Pricing | Email Marketing | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Image Pricing | SMS Marketing | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Image Pricing | Pay Per Click | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Image Pricing | Experiential Marketing | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Image Pricing | On-line | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Image Pricing | Digital Display | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | TV (National/Regional) | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | VOD/Ad Smart | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Footage Pricing | Digital Display | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | DOOH | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | Cinema | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Footage Pricing | On-line | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | Email Marketing | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | Pay Per Click | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Footage Pricing | Experiential | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | Web Content | 1.00 | 1.00 | 0.25 | 0.75 |
| Stock Footage Pricing | All Paid Media  | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Footage Pricing | Digital Only Licence | 1.00 | 1.00 | 0.50 | 0.75 |
| Stock Image & Footage Personnel | Unit Rate (UK) | 5.00 | 5.00 | 3.00 | 1.00 |
| Stock Image & Footage Personnel | Local Hourly Rate (UK) | 5.00 | 5.00 | 3.00 | 1.00 |
| Music Company Personnel Pricing | Local Hourly Rate (UK) | 10.00 | 10.00 | 5.00 | 2.00 |
| Music Library Pricing | TV Advertising Total | 2.00 | 2.00 | 1.00 | 1.50 |
| Music Library Pricing | Radio Advertising Total | 2.00 | 2.00 | 1.00 | 1.50 |
| Music Library Pricing | Online Advertising Total | 2.00 | 2.00 | 1.00 | 1.50 |
| Music Library Pricing | Branded Content/Online Productions total | 2.00 | 2.00 | 0.50 | 1.50 |
| Music Library Pricing | Corporate Use Total | 2.00 | 2.00 | 0.50 | 1.50 |
| **Price Score** | **50.00** | **22.00** | **26.50** |

# Lot 5 price evaluation

## The Price Evaluation for Lot 5 is weighted at 20%.

## For lot 5 the bidder with the lowest basket price will be awarded the maximum mark available (a price score of 20.00).

## All other Potential Agencies will get a price score relative to the lowest basket price.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Price score  |  |  | Lowest basket price  |  | 20.00 (maximum mark available) |
|  | = |  | x |
|  |  | Potential Agencies Basket price |  |

## Example below is applicable for Lot 5:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bidder A |  | Bidder B |  | Bidder C |
| basket price |  | basket price |  | basket price |
| £ 100.00 |  | £ 300.00 |  | £ 400.00 |
|  |   |   |   |   |

1. Bidder A has the lowest basket price of £100.00. Bidder A is awarded the maximum mark available, which is a price score of 30.00.
2. Bidder B submits a basket price of £300.00. Bidder B is awarded a price score of 6.66.
3. Bidder C submits a basket price of £400.00 and is awarded a price score of 5.00.

# Abnormally low tenders

## Where we consider any of the prices you have submitted to be potentially abnormally low we will ask you to explain the prices you have submitted (in accordance with regulation 69 of the Regulations).

## If your explanation is not acceptable, we will reject your bid and exclude you from this competition. We will inform you if your bid has been excluded and why.