UEFA Promotional Activities
Media Agency Services
Invitation to Tender

Expression of Interest Phase

Response Date: 17 March 2021
1. INTRODUCTION

1.1 Overview

UEFA is the official body for European football responsible to its member associations for the governing of the sport of football in Europe and for the sanctioning and staging of certain football competitions.

UEFA is intending to undertake an Invitation to Tender (“ITT”) process in relation to the provision of certain media agency services in respect of UEFA’s competitions and competition-related activities for seasons 2021/22 to 2023/24 (inclusive).

1.2 Background

UEFA currently has multiple internal teams that activate campaigns including:

- Marketing Promotions;
- Sponsorship;
- Women’s Football Marketing;
- CRM;
- Ticketing; and
- Licensing.

To date, UEFA’s media buying has been conducted primarily by the agency contracted by UEFA to develop and execute the relevant campaigns.

Over recent years, UEFA has invested, as part of its overall media strategy, a lot on different tools to collect and leverage more efficiently UEFA’s first party data for UEFA’s own campaigns and for the benefit of UEFA’s commercial partners. In particular, UEFA has significantly increased its presence in China.

UEFA considers that the period covered by seasons 2021/22 to 2023/24 provides an ideal opportunity to ensure that its media agency structure addresses UEFA’s evolving needs and objectives.

1.3 Required Services

UEFA wishes to use such ITT process to identify an appropriate media agency(ies) who can provide the services below.

- The provision of strategic expertise on:
  - Campaign recommendation & strategy
  - Audience strategy
  - Industry and ad-tech benchmarks
  - Competition analysis
  - Regular learning and recommendations on improvements to the strategy
- Campaign execution:
  - Media buying
  - Campaign optimisation
  - Regular reporting, learnings and dashboarding
Tracking management (pixel implementation)
Managing the scope of the services to reflect the differing needs during UEFA’s competition calendar (i.e. UEFA’s needs are likely to be higher in May/June/July due to competition finals)

- Publisher activities:
  - Delivering UEFA and UEFA commercial partners’ campaigns on UEFA’s channels.
  - Management of UEFA’s internal tool DoubleClick for Publisher.

The above mentioned services will be required to be provided in relation to the following media channels:

- Social media (e.g. Instagram, Facebook, Twitter, Tiktok);
- Digital display (direct & programmatic buying);
- Multimedia (e.g. YouTube, Twitch, Spotify);
- Google Play and App Store;
- Influencers (including through UEFA commercial partners’ agencies);
- PR (including through UEFA commercial partners’ agencies); and
- Search.

Please note that the appointed media agency(ies) will be required to:

- adhere to UEFA’s reporting methodology;
- provide clear processes and SLAs; and
- provide full transparency on costs and fees.

2. EXPRESSION OF INTEREST AND NEXT STEPS

2.1 Expression of Interest

UEFA intends to invite companies with appropriate expertise and experience in the supply of the various media agency services to participate in the ITT process.

Companies who are interested in participating in such ITT process must confirm their interest by email to joseph.gaillard@uefa.ch (with a copy to ITTSIP@uefa.ch) and must enclose a summary document (no longer than six sides of A4 / six PowerPoint slides) including:

(a) details of the media agency (including the basic structure of the firm/company);
(b) details of the team and its organisation (in particular, the key personnel that would be involved in the provision of the services and the management of UEFA as a client);
(c) evidence of the media agency’s ability to deliver the media agency services globally (in particular, in Europe, Brazil, India and China);
(d) details of the media agency’s reporting or dashboard solution (please provide examples including KPIs, valorisation of data, learnings, etc.); and
(e) details of the media agency’s experience of delivering similar services to existing or previous clients (including a selection of best cases / competitive advantages).
This email confirmation and summary document must be received by UEFA no later than 17:00 hours CET on 17 March 2021.

Please note that:

- the summary document should be a general high-level statement regarding your company’s capabilities and experience (detailed proposals are only required to be supplied by those companies that participate in the ITT process itself); and
- it is currently anticipated that all the required services would be delivered by the same supplier. Accordingly, expressions of interest will only be considered by UEFA where the relevant company evidences their capability of providing either all or the vast majority of the required services.

2.2 Next Steps

UEFA will confirm to those companies who have submitted an expression of interest whether or not they are invited by UEFA to participate in the ITT process by no later than 12:00 hours CET on 1 April 2021 or any later date notified by UEFA.

UEFA will also supply the participating companies with relevant details regarding the required services and such companies will be asked to supply full, detailed and comprehensive proposals outlining how they would supply the services.

2.3 Questions

Any questions in relation to this expression of interest process should be sent by email to joseph.gaillard@uefa.ch (with a copy to ITTSIP@uefa.ch).

Any questions received by UEFA after 12:00 hours CET on 15 March 2021 may not receive a response from UEFA.