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Contract

Media Campaign Delivery for the UK Global Screen Fund

British Film Institute

F03: Contract award notice

Notice identifier: 2022/S 000-000350

Procurement identifier (OCID): ocds-h6vhtk-02d619

Published 6 January 2022, 3:51pm

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

Contact

Stephen Adams

Email

stephen.adams@bfi.org.uk

Telephone

+44 2079574849

Country

United Kingdom

NUTS code

UKI32 - Westminster

Internet address(es)

Main address

<http://www.bfi.org.uk/>

Buyer's address

<https://in-tendhost.co.uk/bfi.aspx/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Media Campaign Delivery for the UK Global Screen Fund

Reference number

2021/262

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this contract is to implement the new brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with consumer audiences to powerfully sell and promote UK content internationally.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £150,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKI32 - Westminster

II.2.4) Description of the procurement

The UK Global Screen Fund is a one year pilot fund designed to boost international development, production and distribution opportunities for the UK's independent screen sector. The new £7 million fund targets support across the screen sector including film, TV, animation, documentary and interactive narrative games content. Financed by DCMS and administered by the BFI, it is focused on accelerating export growth, boosting revenues to independent UK screen companies, deepening international relationships and increasing

reach to new global audiences. Aimed at boosting the international competitiveness of UK screen content whilst growing the revenue and sustainability of domestic independent businesses, the fund is designed to help develop and produce projects with international appeal, expand the worldwide distribution of UK content and encourage collaboration with international partners. A key pillar of the UK Global Screen Fund is an international promotional campaign for UK screen content. Informed by newly commissioned audience perception research focusing on key international territories, the campaign will engage global audiences and reflect the extraordinary quality and diversity of screen content coming from the UK. Recognising the vital role of film, TV, animation, documentary and interactive in shaping how the UK is viewed around the world, the activation of this major campaign will showcase independent UK screen content through multi-territory promotion of talent, content, and companies. Having already commissioned the development of an international brand strategy, alongside audience perception research, the BFI is now seeking to commission an agency to undertake the implementation of an international campaign to promote UK screen content to audiences around the world. Following the delivery of creative assets, the 12-month campaign will focus on the roll out of the new brand strategy through media based activity, working alongside events-based activity (separate Events Campaign tender). The purpose of this contract is to implement the new brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with consumer audiences to powerfully sell and promote UK content internationally.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70%

Cost criterion - Name: Value for money / Weighting: 20%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

This opportunity was previous tendered (as the Implementation of UK Global Screen Fund Promotional Campaign) but no award was made. This has led to a state of urgency in the need to select a supplier in order to meet the launch of the pilot year of the fund.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-020138](#)

Section V. Award of contract

Contract No

2021/262

Title

Media Campaign Delivery for the UK Global Screen Fund

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 January 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Total Media Ltd

London

Country

United Kingdom

NUTS code

- UKI32 - Westminster

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £150,000

Total value of the contract/lot: £150,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

www.bfi.org.uk