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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](mailto: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

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**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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

Accelerated procedure

Justification:

This opportunity was previously 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](#)

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## **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

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## **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](http://www.bfi.org.uk)