

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001170-2022>

Tender

## **360° BRANDING MARKETING & COMMUNICATION CAMPAIGN FOR UK NETWORK OF FRENCH SCHOOLS**

Lycee Francais Charles de Gaulle

F02: Contract notice

Notice identifier: 2022/S 000-001170

Procurement identifier (OCID): ocids-h6vhtk-030b2a

Published 14 January 2022, 1:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Lycee Francais Charles de Gaulle

35 Cromwell Road

London

SW7 2DG

#### **Email**

[communication@lyceefrancais.org.uk](mailto:communication@lyceefrancais.org.uk)

#### **Telephone**

+44 2075846322

#### **Country**

United Kingdom

#### **NUTS code**

UKI33 - Kensington & Chelsea and Hammersmith & Fulham

**Internet address(es)**

Main address

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

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA25527](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA25527)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.mytenders.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.mytenders.co.uk/>

**I.4) Type of the contracting authority**

Other type

French school under direct management from the AEFÉ, Agency for French education abroad

**I.5) Main activity**

Education

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

360° BRANDING MARKETING & COMMUNICATION CAMPAIGN FOR UK NETWORK OF FRENCH SCHOOLS

Reference number

BMCC2022

#### **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 the tendering is to select the best communications and/or advertising agency to create the common branding for French Schools in the UK and to promote such branding over two years to increase enrolment at each school.

The UK network of French schools (10 in London / 1 in Bristol / 1 in Aberdeen) wishes to task a Communications agency with designing a 2-year branding, communications and marketing campaign to raise public awareness about its Unique Selling Propositions and recruit more pupils. The Lycée Français Charles de Gaulle de Londres (hereafter “the Lycée” / “the Contracting Authority”) acts as a representative for the network as it is directly managed by the AEFE (Agence pour l’Enseignement Français à l’Étranger - France’s Ministry for Europe & Foreign Affairs’ Agency for French Education Abroad - hereafter “the Agency”).

#### **II.1.5) Estimated total value**

Value excluding VAT: £250,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

## **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

## **II.2.3) Place of performance**

NUTS codes

- UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Main site or place of performance

LONDON

## **II.2.4) Description of the procurement**

The UK network of French schools (10 in London / 1 in Bristol / 1 in Aberdeen) wishes to task a Communications agency with designing a 2-year branding, communications and marketing campaign to raise public awareness about its Unique Selling Propositions and recruit more pupils. The Lycée Français Charles de Gaulle de Londres (hereafter “the Lycée” / “the Contracting Authority”) acts as a representative for the network as it is directly managed by the AEFE (Agence pour l’Enseignement Français à l’Étranger - France’s Ministry for Europe & Foreign Affairs’ Agency for French Education Abroad - hereafter “the Agency”).

## **II.2.5) Award criteria**

Quality criterion - Name: QUALITY / Weighting: 60

Price - Weighting: 40

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

## **II.2.10) Information about variants**

Variants will be accepted: No

## **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

#### **II.2.14) Additional information**

Please refer to the Tender Documents

---

### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2) Conditions related to the contract**

##### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

---

## **Section IV. Procedure**

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

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

Open procedure

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

4 March 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

7 March 2022

Local time

9:00am

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Please refer to the Tender Documents

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at

[https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=225078](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=225078).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.mytenders.co.uk/sitehelp/help\\_guides.aspx](https://www.mytenders.co.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(MT Ref:225078)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

AEFE

PARIS

Country

France