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Contract

Brand Health and Campaign Tracking Services

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2025/S 000-003995

Procurement identifier (OCID): ocds-h6vhtk-047112

Published 6 February 2025, 3:02pm

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Country

United Kingdom

NUTS code

UKJ32 - Southampton

Internet address(es)

Main address

www.os.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Health and Campaign Tracking Services

Reference number

BS.0207

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website. OS requires a market research agency that can conduct quantitative brand

tracking research into a clear report with actionable recommendations for how to improve. This research should not seek to duplicate our existing customer sentiment programme which already captures perceptions of OS amongst our current customers. The term of the contract will be for 2 years, with an option to extend the contract annually for a further 3 years.

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: £522,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. Research Brief: Measuring Ordnance Surveys' brand health and campaign success. Project Background Ordnance Survey (OS) trusted location data and expertise is helping to build a modern digital Britain, which can show the world how to see a better place; by creating sustainable, healthy, and connected societies. Whether it's helping more people to enjoy healthier lives outdoors, managing climate change risk, or connecting people to public services, our customers use location intelligence to get a greater understanding of the places where we live and work. We have bold ambitions and an exciting vision for our future: To be recognised as world leaders in geospatial services, creating location insight for positive impact. There are three customer groups that are critical to achieving our vision and that will ensure our future success and growth: · Leisure customers (those seeking to have fun outside); · Public Sector decision makers (those requiring location-based information to inform decisions); and · Business customers (those seeking to build solutions using Ordnance Survey data or using data to

inform decisions). OS campaigns and marketing activities for 2024 are focused on growing the use of our data and services amongst these audiences by increasing awareness of what we can offer and what we do. To understand the success of our marketing activities, OS is seeking an innovative research agency with an established approach to measuring brand funnel metrics and other brand health indicators with a view to understanding the return on investment from campaign activities being conducted over the next 5 years. OS requires a market research agency that can conduct quantitative brand tracking research into a clear report with actionable recommendations for how to improve. This research should not seek to duplicate our existing customer sentiment programme which already captures perceptions of OS amongst our current customers. The duration of the contract is two years with the option to extend for a further three years, subject to performance. The total contract value is £522,000. OS cannot guarantee volume or spend.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The term of the contract will be for 2 years, with an option to extend the contract annually for a further 3 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

BS0207

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-018882](#)

Section V. Award of contract

Contract No

BS0207

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 February 2025

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Brand Ignite Limited

Park House, 37 Clarence Street, Leicester, LE1 3RW

Leicester

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £507,000

Total value of the contract/lot: £507,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

The Royal Court of Justice

London

WC2A2LL

Country

United Kingdom