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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): ocids-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](mailto:caroline.eadie@os.uk)

#### **Country**

United Kingdom

**NUTS code**

UKJ32 - Southampton

**Internet address(es)**

Main address

[www.os.uk](http://www.os.uk)

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

Body governed by public law

**I.5) Main activity**

Other activity

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**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

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## **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](#)

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## **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

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## **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