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Contract

## **September 2021-Marketing - British Council Marketing Automation Programme**

British Council

F03: Contract award notice

Notice identifier: 2022/S 000-004845

Procurement identifier (OCID): ocds-h6vhtk-02dd16

Published 21 February 2022, 4:13pm

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

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

British Council

Bridgewater House

Manchester

M1 6BB

#### **Email**

[uk.procurement@britishcouncil.org](mailto:uk.procurement@britishcouncil.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

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

Buyer's address

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

## **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**

September 2021-Marketing - British Council Marketing Automation Programme

Reference number

BC/01994

#### **II.1.2) Main CPV code**

- 72212480 - Sales, marketing and business intelligence software development services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

British Council intend to procure a Marketing Automation Platform during October/November 2021. Please first complete the NDA and submit to gain access to the tender documents. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to im

#### **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: £3,000,000

## **II.2) Description**

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

- 72212480 - Sales, marketing and business intelligence software development services

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

NUTS codes

- UK - United Kingdom

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

The British Council is releasing this expression of interest with an intention to procure a Marketing Automation Platform during October/November 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

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

Price

### **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

#### **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 000-021927](#)

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## **Section V. Award of contract**

### **Contract No**

BC/01994

### **Lot No**

1

### **Title**

Marketing Automation

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 February 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Huble Digital Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04371301

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

HubSpot Inc

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £2,854,376

Total value of the contract/lot: £2,854,376

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## **Section VI. Complementary information**

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

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

British Council - London

London

Country

United Kingdom