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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

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

10

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

British Council - London

London

Country

United Kingdom