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Contract

Visit Britain USA Co-op Campaign

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2023/S 000-006415

Procurement identifier (OCID): ocds-h6vhtk-03ae4a

Published 6 March 2023, 11:31am

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Telephone

+44 7483079297

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

01631329

Internet address(es)

Main address

www.wmgrowth.com

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Visit Britain USA Co-op Campaign

Reference number

2022-WMGC-0483

II.1.2) Main CPV code

- 79342100 - Direct marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitBritain have launched a new USA Co-op Marketing program to provide a collaborative consumer marketing campaign platform that West Midlands Growth Company can buy in to. Launching March 2023 (phase 1), VisitBritain will deliver value to industry by seeding the program with an initial investment of a £250K media buy to generate awareness and stimulate consideration to visit Britain amongst travel intenders. This is an opportunity for us to capitalise on the initial investment of a £250K (estimated) media buy from Visit Britain to generate awareness and stimulate consideration to visit the West Midlands amongst travel intenders. With an investment of \$50k (£38,168) from WMGC, the West Midlands can launch a co-op campaign with VB (after Visit Britain's first phase is complete) that is already talking to an engaged and interested audience in the USA, highlighting our regional strengths, with a CTA to visit.

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: £38,168

II.2) Description

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKI6 - Outer London – South

Main site or place of performance

As the crow flies from B4 post code.

II.2.4) Description of the procurement

VisitBritain are working with marketing agency and media buyers MMGY Global as the sole provider for this campaign. An opportunity to be part of VisitBritain's multi-million pound US international campaign (the wider halo campaign is £3M plus) We will showcase our regional products / experiences / destinations to an audience who are engaged with Britain and convert that sale. We will capitalise on the initial investment of a £250K (estimated) media buy from Visit Britain to generate awareness and stimulate

consideration to visit Britain and the West Midlands amongst travel intenders.

1. Distribution of ad assets & campaign

management

2. Digital activity using the following channels:

a. Prospecting using a Lightbox Unit

b. Retargeting Activity using Display Ads

3. Management of all campaign engager web

data

4. Ad serving, tracking and optimising

campaign performance based on

click-through and interaction

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights

Explanation:

MMGY Global are the sole providers of this campaign, due to the nature of the service required and in line with principles set in PPN01/20 where direct award is permissible due absence of competition and protection of exclusive rights under Regulation 32 (2) of the PCR which allows for sole supplier sourcing through use of a negotiated procedure without prior publication to be used.

Furthermore, there is protection of exclusive rights, including intellectual property rights where there is no reasonable alternative or substitutes that exists and the absence of competition is not the result of an artificial narrowing down of the parameters of the procurement.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

Contract No

2022-WMGC-0483

Title

Visit Britain USA Co-op Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 February 2023

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

MMGY Global

58 Southwark Bridge Road. C/O Accounting

London

SE1 0AS

Country

United Kingdom

NUTS code

- UKI6 - Outer London – South

Companies House

05355559

Internet address

www.mmgy.com

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: £38,168

Total value of the contract/lot: £38,168

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

WMCA

West Midlands

Country

United Kingdom