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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](mailto: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](http://www.wmgrowth.com)

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

Body governed by public law

**I.5) Main activity**

General public services

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**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

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## **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

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## **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](http://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

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

WMCA

West Midlands

Country

United Kingdom