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Tender

Media Planning and Buying

BBC (British Broadcasting Corporation)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-007212

Procurement identifier (OCID): ocds-h6vhtk-04e7eb ([view related notices](#))

Published 25 February 2025, 6:40pm

Scope

Reference

PROC 2024 22

Description

This is the procurement for the provision of media planning and media buying services to the BBC. The BBC is looking to appoint an agency that will work with the BBC to provide expert media planning for the BBC and other entities specified in the “Other organisation” section above, as well as purchase media space for any marketing materials required.

The BBC will be purchasing these services with the License Fee Unit and BBC Proms as part of the procurement

Total value (estimated)

- £299,900,000 excluding VAT

- £359,880,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 31 December 2027
- Possible extension to 31 December 2031
- 6 years

Description of possible extension:

This contract will have a two (2) year initial term with two (2) separate extension periods of two (2) years each.

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
- 79341000 - Advertising services
- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

For further information on legal and financial capacity requirements, please refer to the ITT documentation provided at the BBC's online eTendering portal.

Technical ability conditions of participation

For further information on technical capacity requirements, please refer to the ITT documentation provided at the BBC's online eTendering portal.

Submission

Enquiry deadline

7 March 2025, 2:00pm

Submission type

Tenders

Tender submission deadline

27 March 2025, 2:00pm

Submission address and any special instructions

<https://bbc.bravosolution.co.uk>

Please register your interest in this project by taking the following steps:

1 - Register your company on the Jaggaer eSourcing portal (this is only required once):

1.1 Go to <https://bbc.bravosolution.co.uk>

1.2 - Click the link on the login page to register.

1.3 Accept the terms and conditions and click 'Continue'.

1.4 - Enter your correct business and user details.

1.5 - Note the username you chose and click 'Save' when complete.

1.6 - You will shortly receive an email with your temporary password.

2 - Express an interest in the tender:

2.1 - Login to the portal with the username/password.

2.2 - Click the 'ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier).

2.3 - Click on the relevant ITT to access the content.

2.4 - Click the 'Express Interest' button at the top of the page. This will move the ITT into your 'My ITTs' page. (This is a secure area reserved for your projects only).

2.5 - You can now access any attachments by clicking 'Buyer Attachments' in the 'ITT Details' box.

3. Responding to the tender:

3.1 - Click 'My Response' under ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining).

3.2 - All Tender documentation can be found within the eTendering portal.

3.3 - Note the deadline for completion, and then follow the onscreen instructions to complete the ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available).

3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jaggaer eSourcing help desk.

* * All questions relating to this tender should be submitted via the BBC's eSourcing portal at <https://bbc.bravosolution.co.uk> * *

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 September 2025

Award criteria

Name	Description	Type	Weighting
Quality	Please refer to tender documentation for further information	Quality	60%
Cost	Please refer to tender documentation for further information	Cost	40%

Other information

Description of risks to contract performance

The contract may need to be modified to address any changes to the BBC's Government Charter when this is renewed in 2027.

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Initial Stage - Tenders received with minimum requirements

Intermediate Assessment of Tenders to Narrow Competition

Presentation Stage

Intermediate Assessment of Tenders to Narrow Competition

Final Tender Stage

Justification for not publishing a preliminary market engagement notice

No preliminary market engagement was conducted

Documents

Documents to be provided after the tender notice

All documents relating to this tender are available via the BBC's eSourcing portal at
<https://bbc.bravosolution.co.uk> * *

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Contact name: Alex Brown

Email: no_reply@bbc.co.uk

Website: <http://www.bbc.co.uk/supplying>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government