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Contract

## **Provision of Media Buying Strategy**

Construction Industry Training Board

F03: Contract award notice

Notice identifier: 2023/S 000-008163

Procurement identifier (OCID): ocds-h6vhtk-03b4ba

Published 21 March 2023, 2:05pm

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

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

Construction Industry Training Board

[www.citb.co.uk](http://www.citb.co.uk)

Peterborough

PE2 8TY

#### **Contact**

Grant Carr

#### **Email**

[grant.carr@gov.sscl.com](mailto:grant.carr@gov.sscl.com)

#### **Telephone**

+44 3004567000

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**National registration number**

United Kingdom

**Internet address(es)**

Main address

[www.citb.co.uk](http://www.citb.co.uk)

Buyer's address

[www.citb.co.uk](http://www.citb.co.uk)

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

European Institution/Agency or International Organisation

**I.5) Main activity**

Economic and financial affairs

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Media Buying Strategy

Reference number

PROC2022018

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

- 79341100 - Advertising consultancy services

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

Services

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

CITB are looking to appoint a media buying and strategy agency that will support various campaigns throughout each year. CITB's expected annual media budget is 500k per annum, the majority of campaigns will have spend values of £50k, we are looking to secure an agency who are used to working with similar budgets and can focus on maximising our return on investment

#### **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: £1,500,000

### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

CITB are looking to appoint a media buying and strategy agency that will support various campaigns throughout each year. CITB's expected annual media budget is 500k per annum, the majority of campaigns will have spend values of £50k, we are looking to secure an agency who are used to working with similar budgets and can focus on maximising our return on investment.

#### **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

#### **II.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/A88YG567G9>

## **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: [2022/S 000-000000](#)

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

### **Contract No**

PROC2022018

### **Title**

CITB Media Buying

A contract/lot is awarded: Yes

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

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

13 March 2023

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

Number of tenders received: 4

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

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

Crafted Media Limited

Hyde Park House, Crown Street

Ipswich

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06662635

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: £1,500,000

Total value of the contract/lot: £1,500,000

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## Section VI. Complementary information

### VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=769813543>

GO Reference: GO-2023321-PRO-22361915

### VI.4) Procedures for review

#### VI.4.1) Review body

Construction Industry Training Board

[www.citb.co.uk](http://www.citb.co.uk)

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