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Contract

Media Agency Services

British Film Institute

F03: Contract award notice

Notice identifier: 2025/S 000-008945

Procurement identifier (OCID): ocds-h6vhtk-0487f4

Published 12 March 2025, 11:59am

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

Contact

Selina Muir

Email

selina.muir@bfi.org.uk

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<https://in-tendhost.co.uk/bfi/asp/Home>

Buyer's address

<https://in-tendhost.co.uk/bfi/asp/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Agency Services

Reference number

2024-386

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The BFI is seeking an experienced media agency to deliver all-channel and all-business area paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The business areas include all under the BFI brand, nationally and internationally, but excludes Global Screen Fund and other BFI funded partner projects eg Escapes. Each business area operates with discreet KPIs and within a variety of parameters and have separate but often over-lapping audiences all engaged at some level with the BFI brand and experience. An essential requirement for a media agency is experience of working with a complex, overarching brand that operates multiple touchpoints for customers and audiences, in an arts, heritage, film, TV, government or education environment. The successful agency must be able to demonstrate previous experience of achieving a range of KPIs and campaign metrics within multiple campaign briefs, including commercial and engagement.

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: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

BFI is seeking an experienced media planning and buying agency to deliver all-channel and all-business area paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The business areas include all under the BFI brand, nationally and internationally, but excludes Global Screen Fund and other BFI funded partner projects eg Escapes. Each business area operates with discreet KPIs and within a variety of parameters and have separate but often over-lapping audiences all engaged at some level with the BFI brand and experience. An essential requirement for a media agency is experience of working with a complex, overarching brand that operates multiple touchpoints for customers and audiences, in an arts, heritage, film, TV, government or education environment. A successful agency must be able to demonstrate previous experience of achieving a range of KPIs and campaign metrics within multiple campaign briefs, including commercial and engagement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

Restricted 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: [2024/S 000-024636](#)

Section V. Award of contract

Contract No

2024/386

Title

Media Agency Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 March 2025

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

AKA Promotions Ltd

117 Shaftsbury Avenue

London

WC2H 8AD

Country

United Kingdom

NUTS code

- UKI - London

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: £400,000

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.3) Additional information

The Contract has been awarded for 2 years initially with an option to extend for an additional 2 years.

VI.4) Procedures for review

VI.4.1) Review body

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