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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](mailto: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

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## **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

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## **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](#)

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## **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

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## **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**

British Film Institute

21 Stephen Street

London

W1T 1LN

Email

[selina.muir@bfi.org.uk](mailto:selina.muir@bfi.org.uk)

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United Kingdom

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