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Contract

## **Reputation & Identity: Brand Development Strategy & Design Phase**

Natural History Museum

F03: Contract award notice

Notice identifier: 2021/S 000-009015

Procurement identifier (OCID): ocds-h6vhtk-02aaa8

Published 27 April 2021, 2:24pm

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

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

Natural History Museum

Cromwell Road, South Kensington

London

SW7 5BD

#### **Contact**

Mr Andy Davies Procurement Manager

#### **Email**

[a.davies@nhm.ac.uk](mailto:a.davies@nhm.ac.uk)

#### **Telephone**

+44 2079425416

#### **Country**

United Kingdom

**NUTS code**

UKI - LONDON

**Internet address(es)**

Main address

<http://www.nhm.ac.uk>

**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**

Reputation & Identity: Brand Development Strategy & Design Phase

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

- 79413000 - Marketing management consultancy services

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

Services

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

The Museum required marketing consultancy services to help develop a compelling brand proposition and strategy and a clear verbal and visual identity.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £230,000

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

#### **II.2.1) Title**

Brand Strategy

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

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

The Museum required marketing consultancy services to help develop a compelling brand proposition and strategy that engaged global audiences with our vision and mission, communicated the value and relevance of our science, offered commercial opportunities and made a compelling case for support.

#### **II.2.5) Award criteria**

Quality criterion - Name: Understanding of the Brief / Weighting: 40

Quality criterion - Name: Methodology for Lot 1 / Weighting: 40

Quality criterion - Name: Key experience of project team / Weighting: 20

Cost criterion - Name: Price within fee budget (pass/fail) / Weighting: 0

#### **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) Description**

#### **II.2.1) Title**

Brand Update and Roll-out

Lot No

2

#### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

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

Following the completion of the brand strategy a clear verbal and visual identity is required to consolidate our look and feel into a singular system that reflects that brand idea so it can be used and applied consistently to internal and external audiences. The Museum may require assistance to implement the new brand identity.

### **II.2.5) Award criteria**

Quality criterion - Name: Understanding of the Brief / Weighting: 40

Quality criterion - Name: Methodology for Lot 2 / Weighting: 40

Quality criterion - Name: Key experience of the project team / Weighting: 20

Cost criterion - Name: Price within fixed fee budget (pass/fail) / Weighting: 0

### **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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 219-539052](#)

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

### **Lot No**

1

### **Title**

Brand Strategy

A contract/lot is awarded: Yes

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

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

26 April 2021

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

Number of tenders received: 4

Number of tenders received from SMEs: 4

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**

Heavenly Group Limited

Stobbs House, St. Chad's Place

London

WC1X 9HH

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

04401006

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: £80,000

Total value of the contract/lot: £80,000

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

### **Lot No**

2

### **Title**

Brand Update and Rollout

A contract/lot is awarded: Yes

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

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

26 April 2021

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

Number of tenders received: 4

Number of tenders received from SMEs: 4

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**

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

01599748

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: £150,000

Total value of the contract/lot: £150,000

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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=588130677>

GO Reference: GO-2021427-PRO-18145735

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Natural History Museum

Cromwell Road

London

SW7 5BD

Email

[nhmprocurement@nhm.ac.uk](mailto:nhmprocurement@nhm.ac.uk)

Telephone

+44 2079425416

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Natural History Museum

Cromwell Road

London

SW7 5BD

Telephone

+44 2079425416

Country

United Kingdom