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Tender

## **2023 British Council APAC media buy**

British Council

F02: Contract notice

Notice identifier: 2023/S 000-010144

Procurement identifier (OCID): ocds-h6vhtk-03bd44

Published 6 April 2023, 12:34pm

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

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

British Council

30 Napier Road 258509

Singapore

#### **Contact**

Ahmed Akram

#### **Email**

[ahmed.akram@britishcouncil.org](mailto:ahmed.akram@britishcouncil.org)

#### **Country**

Singapore

#### **NUTS code**

SG - Singapore

## **Internet address(es)**

Main address

<https://www.britishcouncil.org>

Buyer's address

<https://in-tendhost.co.uk/britishcouncil>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/britishcouncil>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Other type

Registered Charity

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

2023 British Council APAC media buy

Reference number

BC/02872

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

- 79340000 - Advertising and marketing services

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

Services

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

This is in regards to the invitation for bids for the British Council tender project – 2023 British Council APAC media buy. This invitation to tender will share information with interested parties to bid for the provision of media buy services across multiple locations in APAC region. The British Council expect to award framework contracts across 4 lots. British Council forecast to spend an estimated £5-6 million per annum to cover its media buying requirements. The expected duration of the contract is two or three years with an option for an extension.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

lot1,2,3 and 4

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

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

CE

Lot No

4

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

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

NUTS codes

- CN - China

Main site or place of performance

China, Indonesia, Malaysia, Japan, Korea, Hongkong, Taiwan, Vietnam, Thailand, Indonesia, Myanmar, the Philippines, India, Pakistan, Bangladesh, Nepal and Sri Lanka

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

The objective is to look for a regional boutique digital media buy agency for Cultural Engagement (CE) marketing across the Asia and Pacific region including China to provide online media planning, buying, social media advertising, influencer marketing, SEM, and consultancy services. The agency should be able to allocate resources and run short-term, tactical campaigns with small budgets and with quick turnaround time. CE Marketing includes our work in English Programmes, Education, and Arts, covering B2B and B2C campaigns with specific target segments like English teachers or education stakeholders. The focus area include:1. Media:a. Digital media planning and buying for social and SEM and local channels when requiredb. Programmatic and retargeting advertisingc. Offline media planning and buying (TV, Radio, Press, etc.) when and where requiredd. B2B & B2C marketing campaignse. Influencer marketing2. Research:a. Keywords research including competitionb. Customers online trends3. Reporting:a. Automated campaigns reporting and dashboard

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

an option up to an additional 2 extensions of one year each

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Exams

Lot No

1

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

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

NUTS codes

- SG - Singapore

Main site or place of performance

2. Hong Kong3. Taiwan4. Japan5. Korea6. Singapore7. Malaysia8. Indonesia9. Vietnam10. Thailand11. The Philippines12. Australia13. New Zealand14. Myanmar15. India16. Bangladesh

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

The objective is to provide British Council with centralized, effective & integrated media planning and buying by agency which provides a range of services across the spectrum of British Council marketing needs, specializing in the below areas of focus:1. Media:a. Media strategy and planning to maximise ROIb. Digital Media Planning and Buyingc. Offline media planning and buying (TV, Radio, Press, etc.) when and where requiredd. Programmatic and retargeting advertisinge. B2B & B2C marketing campaignsf. KOL service and management2. Research:a. Keywords research including competitionb. Customers online trends3. Reporting:a. Automated campaigns reporting and dashboard4. Other:a. SEO audit and planning

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

an option for an extension for an additional one year

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

English

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

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

NUTS codes

- SG - Singapore

Main site or place of performance

Hong KongTaiwanJapanSouth KoreaMyanmarBangladeshIndiaSri LankaIndonesiaMalaysiaSingaporeThailandVietnam

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

The objective is to provide British Council with centralized, effective & integrated media planning and buying by agency which provides a range of services across the spectrum of British Council marketing needs, specializing in the below areas of focus:1. Media:a. Media strategy and planning to maximise ROIb. Digital Media Planning and Buyingc. Offline media planning and buying (TV, Radio, Press, etc.)d. Programmatic and retargeting advertisinge. B2B & B2C marketing campaignsf. KOL service and management2. Research:a. Keywords research including competitionb. Customers online trends3. Reporting:a. Automated campaigns reporting and dashboard4. Other:a. SEO audit and planning

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

an option for an extension for an additional one year

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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**

China Exams

Lot No

3

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

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

NUTS codes

- CN - China

Main site or place of performance

CN

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

- Media strategy and planning- Media planning and execution- Content recommendation refer to full pack of tender document to find more business requirement

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

an option up to an additional 2 extensions of one year each

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 12

In the case of framework agreements, provide justification for any duration exceeding 4 years:

n/a

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

18 May 2023

Local time

4:00pm

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.7) Conditions for opening of tenders**

Date

18 May 2023

Local time

4:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

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

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

British Council

Manchester

Country

United Kingdom