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Contract

SEM (Search Engine Marketing)

Construction Industry Training Board

F03: Contract award notice

Notice identifier: 2023/S 000-011515

Procurement identifier (OCID): ocds-h6vhtk-034dc4

Published 21 April 2023, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

www.citb.co.uk

Peterborough

PE2 8TY

Contact

Grant Carr

Email

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

Buyer's address

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

SEM (Search Engine Marketing)

Reference number

PROC2022034

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

CITB are looking for a digital agency to provide SEM (Search Engine Marketing) and analytic support to our in-house website and marketing teams. With the aim of increasing visits and transactions on our sites. We have a different internal set up for each website, therefore support for CITB website will be focused on providing ad hoc specialist support to the team on a project-by-project basis. Whereas the Go Construct website has no internal website team and as such there is a greater requirement for agency support, covering both ongoing maintenance and site improvements as well as specific digital marketing campaigns. We are looking for experts who will challenge our way of thinking and provide us with new approaches to this work, reviewing our briefs and providing us with recommendations. We need the agency to be proactive in their approach to working with us, spotting potential issues and providing solutions we may not have even considered.

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: £2,500,000

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 for a digital agency to provide SEM (Search Engine Marketing) and analytic support to our in-house website and marketing teams. With the aim of increasing visits and transactions on our sites. We have a different internal set up for each website, therefore support for CITB website will be focused on providing ad hoc specialist support to the team on a project-by-project basis. Whereas the Go Construct website has no internal website team and as such there is a greater requirement for agency support, covering both ongoing maintenance and site improvements as well as specific digital marketing campaigns. We are looking for experts who will challenge our way of thinking and provide us with new approaches to this work, reviewing our briefs and providing us with recommendations. We need the agency to be proactive in their approach to working with us, spotting potential issues and providing solutions we may not have even considered.

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

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: [2023/S 000-000001](#)

Section V. Award of contract

Contract No

PROC2022033

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 March 2023

V.2.2) Information about tenders

Number of tenders received: 6

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,

IP1 3LG

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: £1,000,000

Total value of the contract/lot: £2,500,000

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=776934152>

GO Reference: GO-2023421-PRO-22600052

VI.4) Procedures for review

VI.4.1) Review body

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