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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](http://www.citb.co.uk)

Peterborough

PE2 8TY

#### **Contact**

Grant Carr

#### **Email**

[grant.carr@gov.sscl.com](mailto: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](http://www.citb.co.uk)

Buyer's address

[www.citb.co.uk](http://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

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## **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

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## 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](#)

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## 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

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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=776934152>

GO Reference: GO-2023421-PRO-22600052

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

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

Construction Industry Training Board

[www.citb.co.uk](http://www.citb.co.uk)

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