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Tender

## **2021\_Marketing - British Council - Marketing Automation Programme**

British Council

F02: Contract notice

Notice identifier: 2021/S 000-013490

Procurement identifier (OCID): ocds-h6vhtk-02bc25

Published 15 June 2021, 2:02pm

The closing date and time has been changed to:

**6 August 2021, 3:00pm**

See the [change notice](#).

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

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

British Council

Bridgewater House

Manchester

M1 6BB

#### **Email**

[caroline.doidge@britishcouncil.org](mailto:caroline.doidge@britishcouncil.org)

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

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

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**

Body governed by public law

**I.5) Main activity**

Other activity

Registered Charity

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**Section II: Object**

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

**II.1.1) Title**

2021\_Marketing - British Council - Marketing Automation Programme

Reference number

BC/01846

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

- 72212480 - Sales, marketing and business intelligence software development services

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

Services

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

Intention to procure a Marketing Automation Platform during July/August 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

### **II.1.5) Estimated total value**

Value excluding VAT: £3,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Intention to procure a Marketing Automation Platform during July/August 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us

transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online.2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

### **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

48

This contract is subject to renewal

Yes

Description of renewals

To be defined in the tender document on release

### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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

Originally published as:

Date

30 July 2021

Local time

10:00am

Changed to:

Date

6 August 2021

Local time

3:00pm

See the [change notice](#).

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

English

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

Date

30 July 2021

Local time

10:00am

Place

Expressions of Interest and signing of NDA's required at this stage. Tender timelines will be advertised once released.

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

British Council - London

London

Country

United Kingdom