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Contract

# Content Marketing Agency Specialised in Science and Technology

Centre For Process Innovation

F03: Contract award notice

Notice identifier: 2023/S 000-013866

Procurement identifier (OCID): ocds-h6vhtk-03a535

Published 16 May 2023, 10:16am

# **Section I: Contracting authority**

#### I.1) Name and addresses

Centre For Process Innovation

Discovery 2, William Armstrong Way, NETPark

Sedgefield

**TS21 3FH** 

**Email** 

e-tendering@uk-cpi.com

**Telephone** 

+44 01740625716

Country

**United Kingdom** 

**NUTS** code

#### UKC1 - Tees Valley and Durham

## Internet address(es)

Main address

https://in-tendhost.co.uk/uk-cpi/

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Other activity

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## **Section II: Object**

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

#### II.1.1) Title

Content Marketing Agency Specialised in Science and Technology

Reference number

2737

#### II.1.2) Main CPV code

• 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

CPI is looking to appoint a specialised science and technology content marketing agency and content distribution platform that can help grow CPI's online audiences. Content will be targeted at our audiences encompassing:• Expert technicians and innovative businesses that could benefit from collaborating with CPI • Deep tech investors and entrepreneurs• Our communities across the North of England and Scotland• Stakeholders within the UK's innovation ecosystem

#### 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: £500,000

#### II.2) Description

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

- 79342000 Marketing services
- 79413000 Marketing management consultancy services
- 48480000 Sales, marketing and business intelligence software package

#### II.2.3) Place of performance

**NUTS** codes

• UKC1 - Tees Valley and Durham

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

CPI is looking to appoint a specialised science and technology content marketing agency and content distribution platform that can help grow CPI's online audiences. Content will be targeted at our audiences encompassing: Expert technicians and innovative businesses that could benefit from collaborating with CPI • Deep tech investors and entrepreneurs• Our communities across the North of England and Scotland• Stakeholders within the UK's innovation ecosystem

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### 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: Yes

Identification of the project

2737

#### II.2.14) Additional information

Contract Duration as well as the initial 24 month period, there is a possible additional 12 month extension available

## 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: Yes

#### IV.2) Administrative information

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

Notice number: <u>2023/S 000-004377</u>

#### Section V. Award of contract

#### **Contract No**

2737

#### **Title**

Science Content Marketing Agency

A contract/lot is awarded: Yes

#### V.2) Award of contract

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

16 May 2023

#### V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

#### V.2.3) Name and address of the contractor

Digital Brand Building sarl (The Content Engine)

Rue du 31 Decembre, 21 1207

Geneva

Country

Switzerland

**NUTS** code

• CH013 - Genève

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: £247,200

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

# Section VI. Complementary information

# VI.4) Procedures for review

VI.4.1) Review body

CPI Legal Department

Wilton, Redcar

Country

United Kingdom