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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): ocids-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

10

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: [2023/S 000-004377](#)

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