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Planning

Media Buying Advertising and Planning Framework

British Library

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-014472

Procurement identifier (OCID): ocds-h6vhtk-03ce2f

Published 22 May 2023, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

British Library

96 Euston Road

London

NW1 2DB

Contact

Andy Kemp

Email

andy.kemp@bl.uk

Telephone

+44 1937546387

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.delta-esourcing.com/>

Buyer's address

<https://www.delta-esourcing.com/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Advertising and Planning Framework

Reference number

002087

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Library is leading a collaborative procurement with Department for Digital, Media Culture and Sport Arms Length Bodies (in the Museums and Galleries sector) as well as other similar charities. The framework will be split into two lots, a traditional and digital media buying lot and a specialist media lot. The purpose is to drive onsite exhibition, events and permanent visitor attraction visits as well as online visitor traffic and transactions. Selected service providers must have a solid experience in media buying and an understanding and knowledge of the different target audiences within the arts and culture sector across a wide range of activities. You are invited to attend a supplier information event on Tuesday 6th June 11am – 12.30pm in the Chaucer Room, Knowledge Centre, British Library, Euston Road, London. If you are interested in attending this event to find out more about this procurement please email andy.kemp@bl.uk by Friday 2nd June 12pm with details of your attendees. As space is limited only two attendees are allowed from each organisation.

II.1.6) Information about lots

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

1. Traditional Media Buying Advertising and Planning Framework
2. Specialist Media Buying and Marketing Framework

II.2) Description

II.2.1) Title

Traditional Media Buying Advertising and Planning Framework

Lot No

002087

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

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

The British Library is leading a collaborative procurement with Department for Digital, Media Culture and Sport Arms Length Bodies (in the Museums and Galleries sector) as well as other similar charities. The framework will be split into two lots, a traditional and digital media buying lot and a specialist media lot. The purpose is to drive onsite exhibition, events and permanent visitor attraction visits as well as online visitor traffic and transactions. Selected service providers must have a solid experience in media buying and an understanding and knowledge of the different target audiences within the arts and culture sector across a wide range of activities. You are invited to attend a supplier information event on Tuesday 6th June 11am – 12.30pm in the Chaucer Room, Knowledge Centre, British Library, Euston Road, London. If you are interested in attending this event to find out more about this procurement please email andy.kemp@bl.uk by Friday 2nd June 12pm with details of your attendees. As space is limited only two attendees are allowed from each organisation.

II.2) Description

II.2.1) Title

Specialist Media Buying and Marketing Framework

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

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

The British Library is leading a collaborative procurement with Department for Digital, Media Culture and Sport Arms Length Bodies (in the Museums and Galleries sector) as well as other similar charities. The framework will be split into two lots, a traditional and digital media buying lot and a specialist media lot. The purpose is to drive onsite exhibition, events and permanent visitor attraction visits as well as online visitor traffic and transactions. Selected service providers must have a solid experience in media buying and an understanding and knowledge of the different target audiences within the arts and culture sector across a wide range of activities. You are invited to attend a supplier information event on Tuesday 6th June 11am – 12.30pm in the Chaucer Room, Knowledge Centre, British Library, Euston Road, London. If you are interested in attending this event to find out more about this procurement please email andy.kemp@bl.uk by Friday 2nd June 12pm with details of your attendees. As space is limited only two attendees are allowed from each organisation.

II.3) Estimated date of publication of contract notice

9 June 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=782546548>

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