

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015440-2021>

Tender

Implementation of UK Global Screen Fund Promotional Campaign

BFI

F02: Contract notice

Notice identifier: 2021/S 000-015440

Procurement identifier (OCID): ocds-h6vhtk-02c3c2

Published 5 July 2021, 6:00pm

Section I: Contracting authority

I.1) Name and addresses

BFI

21 Stephen Street

London

W1T 1LN

Contact

Stephen Adams

Email

stephen.adams@bfi.org.uk

Telephone

+44 2079574849

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<http://www.bfi.org.uk/>

Buyer's address

<https://in-tendhost.co.uk/bfi.aspx/Home>

I.3) Communication

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

<https://in-tendhost.co.uk/bfi.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/bfi.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/bfi.aspx/Home>

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

Implementation of UK Global Screen Fund Promotional Campaign

Reference number

2021/258

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this contract(s) is to implement the new UK Global Screen brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with B2B and consumer audiences to powerfully sell and promote UK content internationally.

II.1.5) Estimated total value

Value excluding VAT: £460,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media Campaign Delivery

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79342200 - Promotional services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The UK Global Screen Fund is a one year pilot fund designed to boost international development and distribution opportunities for the UK's independent screen sector. The new £7 million fund targets support across the screen sector including film, TV, animation, documentary and interactive narrative games content. Financed by DCMS and administered by the BFI, it is focused on accelerating export growth, boosting revenues to independent UK screen companies and deepening international relationships. A key pillar of the UK Global Screen Fund is an international promotional campaign for UK screen content. Informed by newly commissioned audience perception research focusing on key international territories, the campaign will engage global audiences and reflect the extraordinary quality and diversity of screen content coming from the UK. The purpose of this contract(s) is to implement the new UK Global Screen brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with B2B and consumer audiences to powerfully sell and promote UK content internationally. We require a global media agency to create and deliver a year-long media campaign, activating the new UK Global Screen brand strategy

to engage and excite audiences across key international territories. The multi-channel promotional campaign will promote and showcase the very best of the UK's screen offer, driving an increased appetite and consumption amongst international audiences. The successful agency will demonstrate a global approach and local response, focusing on territories which will be selected based on audience research, government priority and stakeholder consultation.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £180,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

14

This contract is subject to renewal

Yes

Description of renewals

In the event that this Project extends beyond its pilot year, BFI reserves the option to extend the contract subject to the satisfactory performance of the Contractor and at the sole discretion of the BFI.

II.2.10) Information about variants

Variants will be accepted: Yes

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

II.2) Description

II.2.1) Title

Events Campaign Delivery

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 79952000 - Event services
- 79952100 - Cultural event organisation services
- 79950000 - Exhibition, fair and congress organisation services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The UK Global Screen Fund is a one year pilot fund designed to boost international development and distribution opportunities for the UK's independent screen sector. The new £7 million fund targets support across the screen sector including film, TV, animation, documentary and interactive narrative games content. Financed by DCMS and administered by the BFI, it is focused on accelerating export growth, boosting revenues to independent UK screen companies and deepening international relationships. A key pillar of the UK Global Screen Fund is an international promotional campaign for UK screen content. Informed by newly commissioned audience perception research focusing on key international territories, the campaign will engage global audiences and reflect the extraordinary quality and diversity of screen content coming from the UK. The purpose of this contract(s) is to implement the new UK Global Screen brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with B2B and consumer audiences to powerfully sell and promote UK content internationally. We require a supplier to create and deliver a year-long, repeatable, calendar of events and activities to promote the UK screen sector, building on existing initiatives and working closely with the BFI, in collaboration with relevant stakeholders and delivery partners.

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

14

This contract is subject to renewal

Yes

Description of renewals

In the event that this Project extends beyond its pilot year, BFI reserves the option to extend the contract subject to the satisfactory performance of the Contractor and at the sole discretion of the BFI.

II.2.10) Information about variants

Variants will be accepted: Yes

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

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

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Date

4 August 2021

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 28 September 2021

IV.2.7) Conditions for opening of tenders

Date

4 August 2021

Local time

12:15pm

Place

Tenders will be opened electronically, via the BFI's In-Tend eProcurement Portal, under the supervision of two members of the BFI Procurement Team.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

www.bfi.org.uk