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Tender

Brand Strategy and Creative Partner

Ordnance Survey

F02: Contract notice

Notice identifier: 2022/S 000-019396

Procurement identifier (OCID): ocds-h6vhtk-03526c

Published 15 July 2022, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey

Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Telephone

+44 2380055091

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.os.uk

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Marketing-services./C6PWZTC3QR>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.delta-esourcing.com

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

I.4) Type of the contracting authority

Other type

Gov Co

I.5) Main activity

Other activity

Geospatial

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Strategy and Creative Partner

Reference number

BS2407.2022

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

OS are looking for a long-term strategic agency partner to support us in delivering a unified brand strategy across OS and support in delivering multi-dimensional Masterbrand campaigns targeting a range of audiences (B2C / B2B / B2G) brief dependant with the aim of driving an uplift in brand engagement and perception of OS both internally and externally.

II.1.5) Estimated total value

Value excluding VAT: £600,000

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

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

OS are looking for a long-term strategic agency partner to support us in delivering a unified brand strategy across OS and support in delivering multi-dimensional Masterbrand campaigns targeting a range of audiences (B2C / B2B / B2G) brief dependant with the aim of driving an uplift in brand engagement and perception of OS both internally and externally.

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: £600,000

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

Start date

26 September 2022

End date

26 September 2025

This contract is subject to renewal

No

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/C6PWZTC3QR>

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

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

19 August 2022

Local time

10:00am

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

English

IV.2.7) Conditions for opening of tenders

Date

19 August 2022

Local time

10:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Marketing-services./C6PWZTC3QR>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/C6PWZTC3QR>

GO Reference: GO-2022715-PRO-20618462

VI.4) Procedures for review

VI.4.1) Review body

Ordnance Survey Limited

, Adanac Drive

Southampton

SO16 0AS

Email

caroline.eadie@os.uk

Telephone

+44 2380055091

Country

United Kingdom

Internet address

www.os.uk

