

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/019396-2022>

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](mailto:caroline.eadie@os.uk)

#### **Telephone**

+44 2380055091

## **Country**

United Kingdom

## **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

[www.os.uk](http://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](http://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-sourcing.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](mailto:caroline.eadie@os.uk)

Telephone

+44 2380055091

Country

United Kingdom

Internet address

[www.os.uk](http://www.os.uk)