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Contract

## **Provision of Marketing Campaigns Services**

Intellectual Property Office

F03: Contract award notice

Notice identifier: 2025/S 000-019974

Procurement identifier (OCID): ocds-h6vhtk-04a677

Published 9 May 2025, 10:49am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Intellectual Property Office

Concept House, Cardiff Road

Newport

NP10 8QQ

#### **Contact**

Category Manager

#### **Email**

[corporate-commercial@ipo.gov.uk](mailto:corporate-commercial@ipo.gov.uk)

#### **Telephone**

+44 03003002000

#### **Country**

United Kingdom

**Region code**

UKL21 - Monmouthshire and Newport

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/intellectual-property-office>

Buyer's address

<https://www.gov.uk/government/organisations/intellectual-property-office>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Economic and financial affairs

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Marketing Campaigns Services

Reference number

C3413

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This tender is for the Intellectual Property Office (IPO) to establish a long-term agency partnership for marketing campaigns strategy and delivery.

The supplier will primarily be tasked with developing and delivering the IPO's campaigns in circumstances where there is a lack of internal expertise and/or capacity, either partially or in full.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £833,333 taken into consideration

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKL21 - Monmouthshire and Newport

Main site or place of performance

Concept House, Cardiff Road, Newport NP10 8QQ

#### **II.2.4) Description of the procurement**

The supplier will primarily be tasked with developing and delivering the IPO's campaigns in circumstances where there is a lack of internal expertise and/or capacity, either partially or in full. The primary services to be performed within this contract will be to successfully deliver complete behavioural campaigns for consumer and education. These may vary from campaign to campaign but typically include:

Strategy development: working with IPO teams to understand and shape the campaign objective, audience and strategy.

Market research: the capability or ability to outsource quick surveys that can help shape campaigns or PR angle.

Creative: graphic design, copywriting and photography. The IPO has its own in-house creative team. We have more than 20 staff covering a range of specialisms and we would encourage collaboration.

Digital channel marketing: if appropriate developing and delivering digital marketing tactics including, but not exhaustive social media marketing & influencers, pay per click, email and content marketing that will help us to achieve the objective and reach our target audience.

Campaign Management: Working with named IPO team / individual to oversee the execution of the campaign, monitor performance and make adjustments to ensure that the campaign delivers against its objective.

Campaign Evaluation & Analytics: conduct ongoing tracking and analysing KPI's and providing refinements to ensure delivery. Each campaign will require a full campaign evaluation on completion.

Public Relations: Manage media and press releases and liaison on specific campaigns. The IPO's press function can provide support to the successful supplier, and we would strongly encourage collaboration between both teams.

Events: if appropriate to the campaign and budget, management and delivery of events and outreach activity.

N.B. The above is a non-exhaustive list and the IPO might require the supplier to provide other/additional services which are reasonably performed within the marketing campaign sector.

The contract has not been split into lots as the primary purpose is build a long-term relationship where savings are achieved via the consistency of one supplier.

This contract does not guarantee any work, but will be the main call-off for all marketing type services.

The Restricted Tender Procedure was followed. This procedure ensures that only suitable suppliers will be shortlisted for competition to appoint a supplier on a MEAT (Most Economically Advantageous Tender) basis.

#### **II.2.5) Award criteria**

Quality criterion - Name: Written / Weighting: 70%

Quality criterion - Name: Social Value / Weighting: 10%

Quality criterion - Name: Presentation / Weighting: 20%

Cost criterion - Name: Cost / Weighting: 0%

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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: [2024/S 000-032111](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Lansons Communications Holdings Limited

24a St John Street, London, EC1M 4AY

London

EC1M 4AY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

15062424

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: £833,333

Lowest offer: £1 / Highest offer: £833,333 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Intellectual Property Office

Concept House, Cardiff Road

Newport

NP10 8QQ

Email

[information@ipo.gov.uk](mailto:information@ipo.gov.uk)

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/intellectual-property-office>

#### **VI.4.2) Body responsible for mediation procedures**

Intellectual Property Office

Concept House, Cardiff Road

Newport

NP10 8QQ

Email

[information@ipo.gov.uk](mailto:information@ipo.gov.uk)

Country

United Kingdom

Internet address



<https://www.gov.uk/government/organisations/intellectual-property-office>

**VI.4.4) Service from which information about the review procedure may be obtained**

Intellectual Property Office

Concept House, Cardiff Road

Newport

NP10 8QQ

Email

[information@ipo.gov.uk](mailto:information@ipo.gov.uk)

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/intellectual-property-office>