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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

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

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

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](#)

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

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

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

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

Country

United Kingdom

Internet address

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