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Contract

## **2021\_Marketing - British Council - Marketing Automation Programme**

British Council

F03: Contract award notice

Notice identifier: 2021/S 000-021910

Procurement identifier (OCID): ocids-h6vhtk-02dd05

Published 3 September 2021, 3:43pm

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

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

British Council

Bridgewater House

Manchester

M1 6BB

#### **Email**

[caroline.doidge@britishcouncil.org](mailto:caroline.doidge@britishcouncil.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **Internet address(es)**

Main address

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

Buyer's address

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

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

Body governed by public law

#### **I.5) Main activity**

Other activity

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## **Section II: Object**

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

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

2021\_Marketing - British Council - Marketing Automation Programme

Reference number

BC/01846

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

- 72212480 - Sales, marketing and business intelligence software development services

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

Services

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

Intention to procure a Marketing Automation Platform during July/August 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

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

This contract is divided into lots: No

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

#### **II.2.2) Additional CPV code(s)**

- 72212480 - Sales, marketing and business intelligence software development services

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

NUTS codes

- UK - United Kingdom

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

Intention to procure a Marketing Automation Platform during July/August 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

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

Price

#### **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**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

### **Contract No**

BC/01846

### **Title**

2021\_Marketing - British Council - Marketing Automation Programme

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

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

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

British Council

Manchester

Country

United Kingdom