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Tender

September 2021-Marketing - British Council Marketing Automation Programme

British Council

F02: Contract notice

Notice identifier: 2021/S 000-021927

Procurement identifier (OCID): ocds-h6vhtk-02dd16

Published 3 September 2021, 4:30pm

Section I: Contracting authority

I.1) Name and addresses

British Council

Bridgewater House

Manchester

M1 6BB

Email

uk.procurement@britishcouncil.org

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

September 2021-Marketing - British Council Marketing Automation Programme

Reference number

BC/01994

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

British Council intend to procure a Marketing Automation Platform during October/November 2021. Please first complete the NDA and submit to gain access to the tender documents. 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 im

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

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

The British Council is releasing this expression of interest with an intention to procure a Marketing Automation Platform during October/November 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 is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

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

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

4 October 2021

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

4 October 2021

Local time

10:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

British Council - London

London

Country

United Kingdom