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Tender

Media Agency Services

British Film Institute

F02: Contract notice

Notice identifier: 2024/S 000-024636

Procurement identifier (OCID): ocds-h6vhtk-0487f4

Published 6 August 2024, 10:56am

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

Contact

Selina Muir

Email

selina.muir@bfi.org.uk

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Agency Services

Reference number

2024-386

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The BFI is seeking an experienced media agency to deliver all-channel and all-business area paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The business areas include all under the BFI brand, nationally and internationally, but excludes Global Screen Fund and other BFI funded partner projects eg Escapes. Each business area operates with discreet KPIs and within a variety of parameters and have separate but often over-lapping audiences all engaged at some level with the BFI brand and experience. An essential requirement for a media agency is experience of working with a complex, overarching brand that operates multiple touchpoints for customers and audiences, in an arts, heritage, film, TV, government or education environment. The successful agency must be able to demonstrate previous experience of achieving a range of KPIs and campaign metrics within multiple campaign briefs, including commercial and engagement.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

BFI is seeking an experienced media planning and buying agency to deliver all-channel and all-business area paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The business areas include all under the BFI brand, nationally and internationally, but excludes Global Screen Fund and other BFI funded partner projects eg Escapes. Each business area operates with discreet KPIs and within a variety of parameters and have separate but often over-lapping audiences all engaged at some level with the BFI brand and experience. An essential requirement for a media agency is experience of working with a complex, overarching brand that operates multiple touchpoints for customers and audiences, in an arts, heritage, film, TV, government or education environment. A successful agency must be able to demonstrate previous experience of achieving a range of KPIs and campaign metrics within multiple campaign briefs, including commercial and engagement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £400,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Potential 2 year extension.

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

The BFI is seeking an experienced media agency to deliver all-channel and all-business area paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The business areas include all under the BFI brand, nationally and internationally, but excludes Global Screen Fund and other BFI funded partner projects eg Escapes. Each business area operates with discreet KPIs and within a variety of parameters and have separate but often over-lapping audiences all engaged at some level with the BFI brand and experience. An essential requirement for a media agency is experience of working with a complex, overarching brand that operates multiple touchpoints for customers and audiences, in an arts, heritage, film, TV, government or education environment. The successful agency must be able to demonstrate previous experience of achieving a range of KPIs and campaign metrics within multiple campaign briefs, including commercial and engagement.

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

Restricted 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

5 September 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

9 October 2024

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

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