

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/024636-2024>

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](mailto: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**

British Film Institute

21 Stephen Street

London

W1T 1LN

Email

[selina.muir@bfi.org.uk](mailto:selina.muir@bfi.org.uk)

Country

United Kingdom

Internet address

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