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Contract

## **Campaign Solutions 2**

The Minister for the Cabinet Office acting through Crown Commercial Service

F03: Contract award notice

Notice identifier: 2021/S 000-025126

Procurement identifier (OCID): ocds-h6vhtk-02960b

Published 7 October 2021, 10:45pm

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

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

The Minister for the Cabinet Office acting through Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

#### **Email**

[supplier@crowncommercial.gov.uk](mailto:supplier@crowncommercial.gov.uk)

#### **Telephone**

+44 3150103503

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/ccs>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Public Procurement

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**Section II: Object**

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

**II.1.1) Title**

Campaign Solutions 2

Reference number

RM6125

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Crown Commercial Service (CCS) as the Authority has put in place a Pan Government Collaborative Agreement for the provision of creative, marketing and events services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education, Charities and Devolved Administrations. This commercial agreement will be the recommended vehicle for all creative and marketing services required by UK Central Government Departments. The aim of the Campaign Solutions 2 agreement was to provide Public Sector customers with access to an innovative, quality and value for money approach to buying end to end creative campaign and marketing services, media strategy and planning services and events services.

The framework agreement consists of 5 Lots and is for a duration of 4 years (2+1+1)

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £490,000,000

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

#### **II.2.1) Title**

End to End Campaign Solutions

Lot No

1

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

- 22462000 - Advertising material
- 71620000 - Analysis services
- 72221000 - Business analysis consultancy services
- 72224000 - Project management consultancy services
- 72322000 - Data management services
- 72330000 - Content or data standardization and classification services
- 72412000 - Electronic mail service provider

- 72413000 - World wide web (www) site design services
- 72416000 - Application service providers
- 72420000 - Internet development services
- 72421000 - Internet or intranet client application development services
- 72422000 - Internet or intranet server application development services
- 72590000 - Computer-related professional services
- 73000000 - Research and development services and related consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79311000 - Survey services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79413000 - Marketing management consultancy services
- 79415000 - Production management consultancy services
- 79415200 - Design consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79430000 - Crisis management services
- 79512000 - Call centre

- 79530000 - Translation services
- 79821100 - Proofreading services
- 79822300 - Typesetting services
- 79822500 - Graphic design services
- 79933000 - Design support services
- 79961000 - Photographic services
- 79962000 - Photograph processing services
- 92100000 - Motion picture and video services
- 92200000 - Radio and television services
- 92312211 - Writing agency services

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

NUTS codes

- UK - United Kingdom

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

Within this Lot, the Agency(s) shall deliver end to end campaign solutions and management to meet the client's specification. This includes but is not limited to:

- Communications Strategy Development and Consultancy Services
- Concept Development
- Data strategy and management
- Creative & Design
- Campaign Delivery
- Public Relations
- Direct Marketing
- Digital Marketing and Social Media
- Content Creation, Versioning and Distribution.

Agency(s) can through this Lot, provide additional below services. These services are not mandatory for this Lot and Agency(s) will not be excluded from this Lot if they cannot provide these services:

-Partnerships

-Events and Experiential

Agency(s) in this Lot must also have an ability to consider all elements of the communications mix - paid, owned and earned (POEMs).

Agencies are required to provide all the mandatory requirements that specifically relate to lot 1, as detailed in Framework Schedule 1 (Specification).

The framework term is 2+1+1. An initial period of 24 months, with the option to extend for a further two, 12 month periods at the discretion of CCS.

A framework contract will be awarded to twelve agencies for this Lot.

The maximum number of agencies may increase where 2 or more agencies have tied scores in last position

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

#### **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

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

#### **II.2.1) Title**

Media Strategy and Planning

Lot No

2

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

- 72212500 - Communication and multimedia software development services
- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UK - United Kingdom

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

There are two core overarching service types within this Lot and an Agency can be appointed to provide either of the following:

1. Media Planning - Meeting the media planning requirements of a specific department and developing a media strategy which fits within a joined up

communications strategy

2. Strategic Media Planning - Meeting the media planning requirements related to an overarching strategy or theme that spans across multiple departments and/or multiple campaigns.

Agencies are required to provide all the mandatory requirements that specifically relate to Lot 2, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

## **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

## **II.2) Description**

### **II.2.1) Title**

Content Versioning and Distribution

Lot No

3

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

- 22312000 - Pictures
- 22315000 - Photographs
- 22462000 - Advertising material
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 32353000 - Sound recordings
- 73000000 - Research and development services and related consultancy services
- 79120000 - Patent and copyright consultancy services
- 79121000 - Copyright consultancy services
- 79342200 - Promotional services
- 79415000 - Production management consultancy services
- 79530000 - Translation services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 92112000 - Services in connection with motion-picture and video-tape production
- 92200000 - Radio and television services



- 92211000 - Radio production services
- 92221000 - Television production services

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

NUTS codes

- UK - United Kingdom

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

The intention of this Lot is to allow Clients to put in place a direct relationship with an Agency who will manage their creative fulfilment requirements and if required, access to a Digital Asset Management Storage system.

Requirements will include but are not limited to translation, transcreation, versioning services, all layout & distribution of assets to media, as well as delivering at pace lower value adding creative tasks and content e.g. social content development and deployment, executing creative optimisation etc.

This does not include the core services that will be delivered by the end to end campaign solutions Agency(s):

- Communications Strategy Development and Consultancy Services
- Concept Development

The agency will need to have the ability to provide a Digital Asset Management (DAM) platform that enables access to all clients and their agency partners. This platform must be fully compliant with UK GDPR and all other relevant data protection legislation and best practises.

The agency is required to provide all the mandatory requirements that specifically relate to lot 3, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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

## **II.2) Description**

### **II.2.1) Title**

Stock imagery, footage and sound

Lot No

4

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

- 22312000 - Pictures
- 22315000 - Photographs
- 22462000 - Advertising material
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 32330000 - Apparatus for sound, video-recording and reproduction
- 32353000 - Sound recordings
- 42962000 - Printing and graphics equipment
- 48328000 - Image-processing software package
- 72212328 - Image-processing software development services
- 72212521 - Music or sound editing software development services
- 79342200 - Promotional services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92112000 - Services in connection with motion-picture and video-tape production
- 92200000 - Radio and television services
- 92211000 - Radio production services

- 92221000 - Television production services

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

NUTS codes

- UK - United Kingdom

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

The Agency within this Lot must have the ability to source and/or provide stock imagery, footage and sound for Clients accessing this agreement. This includes managing the rights associated with any materials supplied to the Client.

The Agency will be required to interact with a wide range of stakeholders across the public sector.

Where one provider is unable to provide all services, CCS will accept consortium proposals. Under this agreement, there is a requirement for a lead Agency for contractual purposes. There should not be a premium attached to any proposal involving more than one party and full transparency regarding the cost of account management of the services is required.

The Agency is required to provide all the mandatory requirements that specifically relate to Lot 4, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

### **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

## **II.2) Description**

### **II.2.1) Title**

## Events

Lot No

5

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

- 22462000 - Advertising material
- 30213100 - Portable computers
- 30213200 - Tablet computer
- 32320000 - Television and audio-visual equipment
- 32321200 - Audio-visual equipment
- 32321300 - Audio-visual materials
- 39154000 - Exhibition equipment
- 55520000 - Catering services
- 64212300 - Multimedia Message Service (MMS) services
- 79100000 - Legal services
- 79342300 - Customer services
- 79412000 - Financial management consultancy services
- 79530000 - Translation services
- 79822500 - Graphic design services
- 79950000 - Exhibition, fair and congress organisation services
- 79951000 - Seminar organisation services
- 79952000 - Event services
- 79952100 - Cultural event organisation services
- 79956000 - Fair and exhibition organisation services
- 92621000 - Sports-event promotion services
- 92622000 - Sports-event organisation services

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

NUTS codes

- UK - United Kingdom

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

This Lot is for specialist events agencies who are capable of delivering high profile, complex, high value and / or strategically important domestic, international and global events in the UK and / or overseas via all formats.

Agencies will deliver the end to end strategy, development, production, management, delivery and evaluation of events. This may include but is not limited to global summits, major conferences, international trade shows and exhibitions, state visits, ceremonies, experiential and associated engagement

activity.

Agencies are required to provide all the mandatory requirements that specifically relate to Lot 5, as detailed in Framework Schedule 1 (Specification)

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

### **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.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2021/S 000-003747](#)

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

23red Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

DDB UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000



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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Four Communications Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

FCB Inferno

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

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

## **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

ENGINE PARTNERS UK LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Freud Communications Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Havas UK Ltd

Maidstone

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Karmarama Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

MullenLowe London LTD

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

M&C Saatchi (UK) Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000



### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Digital Unlimited Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 38

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

VMLY&R a division of WPP Brands (UK) Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £250,000,000

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

## **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Four Communications Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Havas UK Ltd

Maidstone

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000

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

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

OMD Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000

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

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

MediaCom UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000

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

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Mindshare Media UK Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000



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

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Wavemaker Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £15,000,000

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

### **Lot No**

3

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Tag Europe Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £30,000,000

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

### **Lot No**

4

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Getty Images (UK) Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £10,000,000

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

## **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Identity Holdings Limited

Hailsham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Bray Leino Ltd

Barnstaple

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

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

## **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Shelton Fleming Associates Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

---

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

### **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Dods Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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

### **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

ICF Next Ltd

Leeds

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

#### **V.2.5) Information about subcontracting**



The contract is likely to be subcontracted

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

### **Lot No**

5

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 28

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

M-integrated solutions

Isleworth

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £185,000,000

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## Section VI. Complementary information

### VI.3) Additional information

As part of this contract notice the following documents can be accessed at:

<https://www.contractsfinder.service.gov.uk/Notice/6dbab392-c8ef-4006-81d5-29e898a7824b>

- 1) Contract notice transparency information for the agreement;
- 2) Contract notice authorised customer list;
- 3) Rights reserved for CCS framework.

On 2.4.2014 Government introduced its Government Security Classifications (GSC) scheme which replaced Government Protective Marking Scheme (GPMS). A key aspect is the reduction in the number of security classifications used. All bidders should make themselves aware of the changes as it may impact this requirement. This link provides information on the GSC at:

<https://www.gov.uk/government/publications/government-security-classifications>

Cyber Essentials is a mandatory requirement for Central Government contracts which involve handling personal information or provide certain ICT products/services. Government is taking steps to reduce the levels of cyber security risk in its supply chain through the Cyber Essentials scheme. The scheme defines a set of controls which, when implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet. To participate in this procurement, bidders must be able to demonstrate they comply with the technical requirements prescribed by Cyber Essentials, for services under and in connection with this procurement. Some purchases under this framework Agreement may have requirements that can be met under this Framework Agreement but the purchase of which may be exempt from the Procurement Regulations (as defined in Attachment 1 – About the framework within the invitation to tender documentation). In such cases, Call-offs from this Framework will be unregulated purchases for the purposes of the Procurement Regulations, and the buyers may, at their discretion, modify the terms of the Framework and any Call-off Contracts to reflect that buyer's specific needs.

#### PLEASE NOTE:

All certificates issued prior to 1 April 2020 or before 30 June 2020 on the existing scheme are valid until 30 June 2021. This includes those issued by Accreditation Bodies other than IASME.

On 30 June 2021, any certificate issued under the old scheme will expire.

Refer to <https://www.ncsc.gov.uk/information/cyber-essentials-faqs> for more information.

Registering for access:

This procurement will be managed electronically via the eSourcing suite. This will be the route for sharing all information and communicating with bidders. If you have recently registered on the eSourcing suite for another CCS procurement you can use the same account for this new procurement. If not, you will first need to register your organisation on the portal.

Use the following link for information on how register and use the eSourcing tool:  
<https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers>

For assistance please contact the eSourcing Help desk operated by email at

[eEnablement@crowncommercial.gov.uk](mailto:eEnablement@crowncommercial.gov.uk) or call 0345 410 2222

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

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

Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

Email

[supplier@crowncommercial.gov.uk](mailto:supplier@crowncommercial.gov.uk)

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.crowncommercial.gov.uk/>