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Contract

Paid Search Services

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2024/S 000-025871

Procurement identifier (OCID): ocids-h6vhtk-0422a9

Published 14 August 2024, 5:24pm

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.os.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Paid Search Services

Reference number

BS.0087

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ordnance Survey Limited (OS) are looking to find an agency to manage all our UK paid search and app campaign activity across Google (including Performance Max, GACs), Bing and Apple Search as well as managing our Amazon Advertising to drive sales via Amazon. The term of the contract is two years with the option to extend for a further two years, extending one year at a time, subject to performance. OS may also be looking to undertake some international activity, and therefore there may be an opportunity to support some international activity. The paid search media budget for FY23/24 is approx. £750k and this is paid directly to Google/Bing/Apple/Amazon. However, OS may require the awarded agency to make the search payments on Ordnance Survey Leisure Limited's behalf, if required in the future. If OS requires this service, it will be included in the retainer costs. The award of this contract does not guarantee this level of activity and spend, as this may fluctuate year on year.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £3,300,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

Main site or place of performance

Southampton

II.2.4) Description of the procurement

Ordnance Survey (OS) is Britain's mapping agency and is responsible for the surveying, production, maintenance, and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. Ordnance Survey Leisure Limited (OSL) is a subsidiary of Ordnance Survey, and there may be some spend with OSL. We are working to ensure we are a foundational element for outdoor activity and adventure. Within the wider organisation, Ordnance Survey Leisure (also referred to as Consumer) is the consumer face of the business; the core brand carrier, showcasing our market-leading geographical information and ensuring that the brand remains relevant. In doing this we aim to build the brand, acquire new customers, inspire customers, and drive profitable sales. The purpose of this tender is to find an agency to manage all our UK paid search and app campaign activity across Google (including Performance Max and GACs), Bing, and Apple Search as well as manage our Amazon Advertising to drive sales via Amazon. The duration of the contract is two years with the option to extend for a further two years, extending one year at a time, subject to performance. OS may also be looking to undertake some international activity, and therefore there may be an opportunity to support on some international activity.

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: Yes

Identification of the project

BS0087

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-036174](#)

Section V. Award of contract

Contract No

BS0087

Title

Paid Search Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 March 2024

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Anything Is Possible Media Limited

BN1 4EA

Brighton

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)

Initial estimated total value of the contract/lot: £3,300,000

Total value of the contract/lot: £3,300,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

The Royal Court of Justice

London

WC2A2LL

Country

United Kingdom