This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/026133-2023">https://www.find-tender.service.gov.uk/Notice/026133-2023</a>

#### Contract

# **BTA1673 - Strategic Media Activation**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-026133

Procurement identifier (OCID): ocds-h6vhtk-03f9f0

Published 5 September 2023, 12:43am

# **Section I: Contracting authority**

# I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

#### Contact

**Procurement Team** 

#### **Email**

procurement@visitbritain.org

## Country

**United Kingdom** 

## Region code

UKI3 - Inner London - West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

https://visitbritain.force.com/s/Welcome

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Other activity

Tourism

# **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

BTA1673 - Strategic Media Activation

Reference number

BTA1673

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The purpose of this contract is to buy media channels from Manning Gottlieb, OMD who have set up a government media team to buy across all off and online channels on our behalf in the UK and globally.

Call Off award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying).

The corresponding Contracts Finder Award Notice can be accessed using the following link:

https://www.contractsfinder.service.gov.uk/Notice/dadd0ce0-f0be-4c62-99a0-3656be2286ab

## 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: £100,000,000

# II.2) Description

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

79341400 - Advertising campaign services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

Main site or place of performance

**UK & International** 

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

The purpose of this contract is to buy media channels from Manning Gottlieb, OMD who have set up a government media team to buy across all off and online channels on our behalf in the UK and globally.

Call Off award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying).

#### 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: No

## Section IV. Procedure

## **IV.1) Description**

### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

• The procurement falls outside the scope of application of the regulations

#### **Explanation:**

Call Off award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying). Direct Award to Manning Gottlieb, OMD permitted under CCS RM6123 Lot 1 Framework Agreement.

### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

## Section V. Award of contract

A contract/lot is awarded: Yes

# V.2) Award of contract

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

4 July 2022

#### V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

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: 0

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

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

Manning Gottlieb OMD

Manning Gottlieb OMD, a trading division of OMD Group Ltd,85 Strand, London WC2R 0DW

London

WC2R 0DW

Email

adam.skinner@omnicommediagroup.com

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

National registration number

02078820

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £100,000,000

Total value of the contract/lot: £100,000,000

# **Section VI. Complementary information**

# VI.4) Procedures for review

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VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

**United Kingdom** 

Internet address

www.visitbritain.org

# VI.4.2) Body responsible for mediation procedures

Royal Court of Justice, The Strand

The High Court, Royal Court of Justice, The Strand, London, WC2A 2LL

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

**United Kingdom** 

Internet address

# www.gov.uk/courts-tribunals

# VI.4.4) Service from which information about the review procedure may be obtained

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org