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Opportunity

Paid Search

Ordnance Survey

F02: Contract notice

Notice reference: 2021/S 000-026575

Published: 22 October 2021, 6:15pm

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey

Adanac Drive, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Telephone

+44 2380055091

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.os.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Advertising-and-marketing-services./M5D893997H>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.delta-esourcing.com

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Other type

Gov-Co

I.5) Main activity

Other activity

Geospatial

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Paid Search

Reference number

BS2175.2021

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ordnance Survey are looking to find an agency to manage all our paid search across Google, Bing (including Shopping) and Apple Search as well as managing our Amazon product ads to promote eCommerce sales and app downloads. 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.

II.1.5) Estimated total value

Value excluding VAT: £288,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Ordnance Survey are looking to find an agency to manage all our paid search across Google, Bing (including Shopping) and Apple Search as well as managing our Amazon product ads to promote eCommerce sales and app downloads. 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.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £288,000

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

Duration in months

48

This contract is subject to renewal

No

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 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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

22 November 2021

Local time

10:00am

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 48 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

22 November 2021

Local time

10:05am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Advertising-and-marketing-services./M5D893997H>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/M5D893997H>

GO Reference: GO-20211022-PRO-19120536

VI.4) Procedures for review

VI.4.1) Review body

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