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Tender

## **Paid Search**

Ordnance Survey

F02: Contract notice

Notice identifier: 2021/S 000-026575

Procurement identifier (OCID): ocds-h6vhtk-02ef3c

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](mailto:caroline.eadie@os.uk)

#### **Telephone**

+44 2380055091

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.os.uk](http://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](http://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

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## **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

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## **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

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## **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**

Ordnance Survey

, Adanac Drive

Souuthampton

SO16 0AS

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[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

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+44 23080055091

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