This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/027638-2024">https://www.find-tender.service.gov.uk/Notice/027638-2024</a>

Tender

# **IELTS Marketing Services GV75EXAMS52024**

**British Council** 

F02: Contract notice

Notice identifier: 2024/S 000-027638

Procurement identifier (OCID): ocds-h6vhtk-049678

Published 29 August 2024, 4:04pm

# **Section I: Contracting authority**

## I.1) Name and addresses

**British Council** 

British High Commission, Diplomatic Enclave, Ramna-5, Islamabad, Pakistan.

Islamabad

#### **Email**

mohammad.qasim@britishcouncil.org.pk

#### Country

Pakistan

#### **NUTS** code

PK - Pakistan

#### Internet address(es)

Main address

https://www.britishcouncil.pk/

# I.3) Communication

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

https://in-tendhost.co.uk/britishcouncil/aspx/ProjectManage/3619

Additional information can be obtained from the above-mentioned address

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

## I.4) Type of the contracting authority

Other type

**Public Charity** 

# I.5) Main activity

Education

# **Section II: Object**

# II.1) Scope of the procurement

II.1.1) Title

IELTS Marketing Services GV75EXAMS52024

Reference number

BC/03619

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The British Council recognises the paramount importance of a robust and dynamic marketing strategy to stay competitive and relevant. With a commitment to innovation and excellence, British Council seeks to engage with a partner who can deliver comprehensive and cutting-edge marketing services tailored to its unique needs and objectives. The British Council invite proposals from qualified agencies or firms to provide a suite of marketing services on an on-demand basis. The selected partner will be entrusted with spearheading our online advertising efforts, overseeing media buying and planning, developing a communication strategy, managing events, and driving creative development. Delivery location for goods and/or services: The appointed supplier will be expected to deliver the goods and/or provide services online, at the British Council offices in Lahore, Karachi or Islamabad and/or in different locations across Pakistan to cover on location events. Duration: The Contract awarded wil

#### II.1.6) Information about lots

This contract is divided into lots: No

#### II.2) Description

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

- 79340000 Advertising and marketing services
- 79342000 Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• PK - Pakistan

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

The British Council recognises the paramount importance of a robust and dynamic marketing strategy to stay competitive and relevant. With a commitment to innovation and excellence, British Council seeks to engage with a partner who can deliver comprehensive and cutting-edge marketing services tailored to its unique needs and objectives. The British Council invite proposals from qualified agencies or firms to provide a suite of marketing services on an on-demand basis. The selected partner will be entrusted with spearheading our online advertising efforts, overseeing media buying and planning, developing a communication strategy, managing events, and driving creative development. Delivery location for goods and/or services: The appointed supplier will be expected to deliver the goods and/or provide services online, at the British Council offices in Lahore, Karachi or Islamabad and/or in different locations across Pakistan to cover on location events. Duration: The Contract awarded will be for a duration of 3 years with an extension of additional 1 year based on performance evaluation.

#### II.2.5) Award criteria

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

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

**Duration in months** 

36

This contract is subject to renewal

Yes

Description of renewals

Duration: The Contract awarded will be for a duration of 3 years with an extension of additional 1 year based on performance evaluation.

## 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 III. Legal, economic, financial and technical information

# III.1) Conditions for participation

# III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Available in tender documents.

#### III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

## III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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

Date

1 October 2024

Local time

11:59pm

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

English

#### IV.2.7) Conditions for opening of tenders

Date

2 October 2024

Local time

11:00am

Place

Islamabad

# **Section VI. Complementary information**

# VI.1) Information about recurrence

This is a recurrent procurement: No

# VI.3) Additional information

If you are interested in expressing an interest and/or bidding for this project, please go to <a href="https://in-tendhost.co.uk/britishcouncil">https://in-tendhost.co.uk/britishcouncil</a>. You may then have to register your company before you can express an interest for this project and get access the documents.

## VI.4) Procedures for review

## VI.4.1) Review body

**British High Commission** 

British Council British High Commission, Diplomatic Enclave, Ramna-5, Islamabad, Pakistan.

Islamabad

44000

Country

Pakistan