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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](mailto: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

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## **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 will

### **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

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## **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

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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: 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

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## **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 <https://in-tendhost.co.uk/britishcouncil>. 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