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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.gasim@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 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

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 <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