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Tender

Agency for Media Buying

British Council

F02: Contract notice

Notice identifier: 2022/S 000-029182

Procurement identifier (OCID): ocds-h6vhtk-037653

Published 17 October 2022, 2:49pm

Section I: Contracting authority

I.1) Name and addresses

British Council

Omran Tower - P.O.Box - 29872

Sharjah

Contact

Manjari Parashar

Email

Manjari.Parashar@ae.britishcouncil.org

Country

United Arab Emirates

NUTS code

AE - United Arab Emirates

Internet address(es)

Main address

www.britishcouncil.org

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Agency for Media Buying

Reference number

BC/02645

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

British Council anticipates that it will spend up to 4.5 million pounds on MEDIA in MENA over the next 3 years and therefore it wishes to retain an agency as its regional / centralized supplier for the MENA region for the provision of planning and buying media space from media owners. The primary focus is digital media but also has a requirement for TV, Radio, outdoor and other offline media. In the financial year 2021 – 2022, British Council in MENA launched 250 campaigns (including regional campaigns) for its business units in 13 countries where those campaigns were split by country, product, segment, language and cities as needed. They were also launched on different digital channels according to the market's customers' demographics and behavior. The number of campaigns is expected to grow to respond to the expanding business and market needs. Our Strategic business units for which we will be running campaigns are classified into three main categories, details for which you will find

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 73000000 - Research and development services and related consultancy services
- 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

- AE - United Arab Emirates

Main site or place of performance

United Arab Emirates

II.2.4) Description of the procurement

British Council anticipates that it will spend up to 4.5 million pounds on MEDIA in MENA over the next 3 years and therefore it wishes to retain an agency as its regional / centralized supplier for the MENA region for the provision of planning and buying media space from media owners. The primary focus is digital media but also has a requirement for TV, Radio, outdoor and other offline media. In the financial year 2021 – 2022, British Council in MENA launched 250 campaigns (including regional campaigns) for its business units in 13 countries where those campaigns were split by country, product, segment, language and cities as needed. They were also launched on different digital channels according to the market's customers' demographics and behaviour. The number of campaigns is expected to grow to respond to the expanding business and market needs. Our Strategic business units for which we will be running campaigns are classified into three main categories, details for which you will find in the links Learn English: <https://www.britishcouncil.org/englishExams>: <https://www.britishcouncil.org/examCultural> Engagement: <https://www.britishcouncil.org/programmes>

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

The contract awarded will be for a duration of 3 years with an option to extension for two twelve- month periods

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: Yes

IV.2) Administrative information

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

Date

24 November 2022

Local time

4:58pm

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

English

IV.2.7) Conditions for opening of tenders

Date

25 November 2022

Local time

6:00pm

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 Council

London

Country

United Kingdom