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Tender

## **Full Service Strategic Creative Consumer Agency**

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2024/S 000-029293

Procurement identifier (OCID): ocids-h6vhtk-049a78

Published 12 September 2024, 4:58pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

#### **Contact**

Caroline Eadie

#### **Email**

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

#### **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

<http://in-tendhost.co.uk/os>

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**

Body governed by public law

**I.5) Main activity**

Other activity

National Mapping

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Full Service Strategic Creative Consumer Agency

Reference number

BS.0246

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation, and Technology. Ordnance Survey is split into three overarching business units – Consumer, Business and Government and public sector. However, this contract and the subsequent sections, relates to Consumer only. The purpose of this tender is to find a best-in-class integrated creative agency partner for Consumer, for digital and offline. The overarching scope is to provide strategic, concepting and delivery of through-the-line hero creative campaigns, for a three-year (with an optional for a further 2 x12 months extension) five-year period, subject to performance. The campaigns are integrated across the full customer journey (ie paid media through to owned channels). Traditionally, our hero campaigns have been live during the warmer months of the year and key retail periods (i.e. Black Friday and Christmas) and focused on the consi

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

### II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

### II.2.4) Description of the procurement

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. Ordnance Survey is split into three overarching business units – Consumer, Business and Government & public sector. However, this contract and the subsequent sections, relates to Consumer only. Consumer is the B2C (Business to Consumer) part of the business, where we are inspiring even more people to get outside more often (which aligns with our wider organisational purpose of showing the world how to get to a better place). We build content and tools to make it easier for everyone to have an active outdoor lifestyle – helping people live longer, stay younger and enjoy life more. We operate in both the retail and digital market spaces:

- OS Maps subscription (desktop and app): this is our flagship product, which is our priority in FY2425. OS Maps helps customers plan and navigate to locations, so they can enjoy amazing experiences outdoors. Our main competitors in this space include Komoot, AllTrails and more recently, Strava.
- OS Shop: now includes our core OS products (paper maps, Custom Made personalised maps, OS Maps Digital), OS-branded products (such as towels, water bottles, guidebooks, books) and a number of well-known third-party brands such as Osprey, Vango, Silva, Garmin, DryRobe.
- Retail partners: we also operate through via our retail partnerships who distribute, sell and market our products within the high street and online retail market (high street retailers (e.g. WH Smith, Waterstones), outdoor specialists (Blacks, Millets, Cotswolds Outdoors etc), wholesalers and Amazon).

The common thread across all our products and activity is the Consumer mission which is: to help people to get outside more often. The purpose of this tender is to find a best-in-class integrated creative agency partner for Consumer, for digital and offline. The overarching scope is to provide strategic, concepting and delivery of through-the-line hero creative campaigns, for a three-year period (with the option of a further 2 x 12-month extension), subject to performance. The campaigns are integrated across the full customer journey (ie paid media through to owned channels). Traditionally, our hero campaigns have been live during the warmer months of the year and key retail periods (i.e. Black Friday and Christmas) and focused on the consideration and conversion stages of the funnel, driving downloads of OS Maps app and revenue from the OS Shop. Amongst our core audience of outdoor lovers, OS is iconic and they have a strong affinity with our paper maps and the OS brand. However, this brand relevance was built 20 years ago and the audience is aging. We need to build a new emotive connection with a new generation to ensure that we stay relevant. As a result, we have recently changed our strategic approach for hero

creative campaigns. We are targeting Gen-Z and Millennials within paid media through creator-driven activations, driving shareability and virality. We have ensured that there is a hook between the two audiences – Gen-Z and Millennials vs our existing customer base – which is carried through owned channels, ensuring we don't alienate our loyal base.

#### **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 term of the contract will be for 3 years, with an option to extend the contract annually for a 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The term of the contract will be for 3 years, with an option to extend the contract annually for a 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

#### **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.1.2) 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

30 October 2024

Local time

12:00pm

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

English

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

Date

30 October 2024

Local time

12:00pm

Place

UK

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 3-5 years

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Courts of Justice

WC2A2LL

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In accordance with Regulation 86 (notices of decisions to award a contract), Regulation 87 (standstill period) and Regulations 91 (enforcement of duties through the Court) of the Public Contracts Regulations 2015 (as amended).