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Planning

## **Student Brand Ambassadors**

Foreign Commonwealth and Development Office

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-031186

Procurement identifier (OCID): ocids-h6vhtk-037f10

Published 4 November 2022, 10:27am

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

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

Foreign Commonwealth and Development Office

King Charles Street

London

SW1A 2AH

#### **Email**

[CPG.Enquiries@fcdo.gov.uk](mailto:CPG.Enquiries@fcdo.gov.uk)

#### **Telephone**

+44 2070080932

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.fcdo.gov.uk](http://www.fcdo.gov.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1) Title**

Student Brand Ambassadors

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Foreign, Commonwealth & Development Office (FCDO) has a requirement for a communications campaign to engage young people (18-25 years) and to influence them to read our Travel Advice, sign-up to email alerts, buy appropriate travel insurance and take personal responsibility for their safety overseas.

The FCDO is keen to understand how we can best communicate with young people, in a way that resonates, to substantially increase their engagement with government advice. A clear goal is to reach young people travelling to party-type destinations, on gap years, doing adventure tourism and where they may undertake risky type activities overseas such as quad-biking for which they may not have the appropriate travel insurance. We are exploring options and ways to procure these services efficiently.

As part of our early market engagement, we are issuing this Request for information to understand supply market capability and perspectives. The aim of the RFI is to help inform future contracting opportunities for a potential tender and to gauge the interest and ability of suppliers to provide this service.

Your input will help inform our procurement strategy and sourcing options.

#### **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

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The FCDO is keen to understand how we can best communicate with young people, in a way that resonates, to substantially increase their engagement with government advice. A clear goal is to reach young people travelling to party-type destinations, on gap years, doing adventure tourism and where they may undertake risky type activities overseas such as quad-biking for which they may not have the appropriate travel insurance. We are exploring options and ways to procure these services efficiently.

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### **II.3) Estimated date of publication of contract notice**

5 December 2022

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This is not a call for competition or tender at this time. We have created PQQ 1293 to be used only to capture feedback from the market.

To register if not already onto the FCDO tendering portal, follow the link to our below and register on the PQQ 1293 named "Student Brand Ambassadors - Market Testing only".

Market Testing PQQ Link:

<https://fcdo.bravosolution.co.uk>