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Tender

## **Provision of Marketing Campaigns Services**

Intellectual Property Office

F02: Contract notice

Notice identifier: 2024/S 000-032111

Procurement identifier (OCID): ocds-h6vhtk-04a677

Published 7 October 2024, 3:53pm

The closing date and time has been changed to:

**8 November 2024, 12:00pm**

See the [change notice](#).

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

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

Intellectual Property Office

Concept House, Cardiff Road

Newport

NP10 8QQ

#### **Contact**

Category Manager

#### **Email**

[Corporate-Commercial@ipo.gov.uk](mailto:Corporate-Commercial@ipo.gov.uk)

**Telephone**

+44 3000200015

**Country**

United Kingdom

**Region code**

UKL21 - Monmouthshire and Newport

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/intellectual-property-office>

Buyer's address

<https://www.gov.uk/government/organisations/intellectual-property-office>

**I.3) Communication**

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

<https://atamis-2198.my.salesforce-sites.com/?searchtype=projects>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://atamis-2198.my.salesforce-sites.com/?searchtype=projects>

Tenders or requests to participate must be submitted to 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**

Provision of Marketing Campaigns Services

Reference number

C3413

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

- 79342000 - Marketing services

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

Services

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

This tender is for the Intellectual Property Office (IPO) to establish a long-term agency partnership for marketing campaigns strategy and delivery.

The supplier will primarily be tasked with developing and delivering the IPO's campaigns in circumstances where there is a lack of internal expertise and/or capacity, either partially or in full.

This tender will be run via the restricted procedure (2 stages).

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

Value excluding VAT: £833,333

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

This contract is divided into lots: No

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

#### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKL21 - Monmouthshire and Newport

Main site or place of performance

Concept House, Cardiff Road, Newport NP10 8QQ

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

This tender is for the Intellectual Property Office (IPO) to establish a long-term agency partnership for marketing campaigns strategy and delivery.

The supplier will primarily be tasked with developing and delivering the IPO's campaigns in circumstances where there is a lack of internal expertise and/or capacity, either partially or in full.

The primary services to be performed within this contract will be to successfully deliver complete behavioural campaigns for consumer and education. These may vary from campaign to campaign but typically include:

Strategy development: working with IPO teams to understand and shape the campaign objective, audience and strategy.

Market research: the capability or ability to outsource quick surveys that can help shape campaigns or PR angle.

Creative: graphic design, copywriting and photography. The IPO has its own in-house creative team. We have more than 20 staff covering a range of specialisms and we would encourage collaboration.

Digital channel marketing: if appropriate developing and delivering digital marketing tactics including, but not exhaustive social media marketing & influencers, pay per click, email and content marketing that will help us to achieve the objective and reach our target audience.

Campaign Management: Working with named IPO team / individual to oversee the execution of the campaign, monitor performance and make adjustments to ensure that the campaign delivers against its objective.

Campaign Evaluation & Analytics: conduct ongoing tracking and analysing KPI's and providing refinements to ensure delivery. Each campaign will require a full campaign evaluation on completion.

Public Relations: Manage media and press releases and liaison on specific campaigns. The IPO's press function can provide support to the successful supplier, and we would strongly encourage collaboration between both teams.

Events: if appropriate to the campaign and budget, management and delivery of events and outreach activity.

N.B. The above is a non-exhaustive list and the IPO might require the supplier to provide other/additional services which are reasonably performed within the marketing campaign sector.

Please note that there is no guarantee of any minimum level of work under this contract.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £833,333

#### **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

Potential for the contract to be extended for a further 1+1 years.

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

Objective criteria for choosing the limited number of candidates:

See SSQ document for details of shortlisting process

#### **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.1.2) 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**

Restricted 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**

Originally published as:

Date

7 November 2024

Local time

12:00pm

Changed to:

Date

8 November 2024

Local time

12:00pm

See the [change notice](#).

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

22 November 2024

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>