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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

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

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

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

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)

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/>