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Tender

2025 National Marketing Campaign.

East Suffolk Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034207

Procurement identifier (OCID): ocds-h6vhtk-05514a ([view related notices](#))

Published 20 June 2025, 7:58pm

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Scope

Reference

2654-TEN-O

Description

East Suffolk Council is seeking a supplier to design and deliver an emotionally resonant, experience-led destination marketing campaign.

Total value (estimated)

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 22 August 2025 to 22 August 2026
- 1 year, 1 day

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

Submission

Enquiry deadline

9 July 2025, 2:00pm

Tender submission deadline

23 July 2025, 1:00pm

Submission address and any special instructions

Please register for free on the following link to view the full documentation and express interest once logged in and submit your tender response: <https://intendhost.co.uk/eastsuffolk>

Tenders may be submitted electronically

Yes

Award criteria

25% price, 75% quality and any mandatory Pass/Fail requirements.

If you fail any of the mandatory requirements, your tender will not continue in the procurement process

Price 25%

Campaign Methodology & Creative Approach 30%

Audience Targeting & Impact 15%

Evaluation & Performance Monitoring 10%

Project Delivery and Stakeholder Management 15%

Social Value 5%

Financial Viability and Tax Information Pass/Fail

Insurance Pass/Fail

Mandatory Declaration Form Pass/Fail

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

<https://in-tendhost.co.uk/eastsuffolk.aspx/Home>

Invitation to Tender Part A, Invitation to tender part B , Draft Contract terms and Appendices A-F

Contracting authority

East Suffolk Council

- Public Procurement Organisation Number: PLPP-1174-BHLX

East Suffolk House, Station Road, Melton

Woodbridge

IP12 1RT

United Kingdom

Email: procurement@eastsoffolk.gov.uk

Website: <http://www.eastsoffolk.gov.uk>

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government