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Opportunity

## **Creative Consumer Agency Tender**

Ordnance Survey Limited

F02: Contract notice

Notice reference: 2022/S 000-034222

Published: 2 December 2022, 2:54pm

### **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.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)

## **I.3) Communication**

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

[www.in-tendhost.co.uk/os](http://www.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**

Other type

Gov Co

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Creative Consumer Agency Tender

Reference number

BS2345.2022

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

- 79340000 - Advertising and marketing services

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

Services

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

Ordnance Survey are looking for an integrated creative agency partner for Ordnance Survey Consumer, for digital and offline. The overarching scope is to provide conception, planning, and delivery of creative campaigns, for a three-year period, subject to performance. The campaigns are integrated, across the full customer journey (i.e. paid advertising through owned channels and our online Shop. And paid activity is across the marketing funnel (i.e. awareness through to conversion).

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

Value excluding VAT: £300,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

This contract is not divided into LOTs.

### **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**

Start date

27 February 2023

End date

27 February 2026

This contract is subject to renewal

Yes

Description of renewals

This contract is not divided into LOTs.

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: Yes

Description of options

This contract is not divided into LOTs

**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: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

23 January 2023

Local time

10:00am

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

English

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

Date

23 January 2023

Local time

10:00am

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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: 26/02/2026

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

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

Ordnance Survey Limited

Southampton

Email

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

Country

United Kingdom

Internet address

[www.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)