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Contract

## **Legacy Campaigns 2025 - 2026**

Board of Trustees of the Royal Botanic Gardens Kew

F03: Contract award notice

Notice identifier: 2025/S 000-035216

Procurement identifier (OCID): ocds-h6vhtk-0553ba

Published 25 June 2025, 5:36pm

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

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

Board of Trustees of the Royal Botanic Gardens Kew

THE HERBARIUM

KEW GREEN

TW93AE

#### **Email**

[procurement@kew.org](mailto:procurement@kew.org)

#### **Telephone**

+44 2083325000

#### **Country**

United Kingdom

#### **Region code**

UKI75 - Hounslow and Richmond upon Thames

**Companies House**

PGTT-3583-QXLN

**Internet address(es)**

Main address

[www.kew.org](http://www.kew.org)

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

Ministry or any other national or federal authority

**I.5) Main activity**

Environment

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## **Section II: Object**

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

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

Legacy Campaigns 2025 - 2026

Reference number

RBGKEW1443

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

- 72221000 - Business analysis consultancy services

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

Services

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

To develop and deliver a media strategy for our Legacy Autumn 2025 Campaign and for our Legacy Spring 2026 Campaign.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £60,000

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

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

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)

- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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

To develop and deliver a media strategy for our Legacy Autumn 2025 Campaign and for our Legacy Spring 2026 Campaign.

The scope of requirements is:

- Response to brief
- Audience analysis and scoping
- Audience targeting strategy
- Channel mix proposal
- Creative optimisation
- Establish KPIs and success metrics
- Budget allocation across channel mix
- Optimisation of live campaign
- End of campaign report

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

Price

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The supplier is a specialist in the sector and has strong experience in fundraising media buying, specifically in the legacy area. They are also the lead supplier under the Digital Advertising category in the framework, offering specialist marketing support.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 June 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Influence Digital Ltd

: 40 Whitfield Street, Registered Company Number: 07125666

London

W1T 2RH

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

N/A

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £60,000

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## **Section VI. Complementary information**

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

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

Head of Procurement & Contract Management, Royal Botanic Gardens, Kew

Royal Botanic Gardens, Kew, The Herbarium, Kew Green Richmond,

London

TW9 3AE

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

British Library Digital Advertising and Specialist Marketing Support Framework - Direct Award

Framework information : DIGITAL ADVERTISING AND SPECIALIST MARKETING  
SUPPORT AGREEMENT REFERENCE: 002162