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Tender

Content Marketing Framework to British Council Marketing and Communications Team in the Asia and Pacific Region

British Council

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

Notice identifier: 2025/S 000-037622

Procurement identifier (OCID): ocids-h6vhtk-055994

Published 7 July 2025, 8:48am

Scope

Description

The British Council is tendering for the development of a content marketing framework for the Marketing and Communications function of the organisation in the Asia and Pacific Region (APAC). The British Council envisages the content marketing framework will be organised into three (3) lots as follows: 1. Lot 1: One (1) content marketing agency on a framework agreement for locations in APAC including India, Sri Lanka, Bangladesh, Nepal, Pakistan, Singapore, Malaysia, Indonesia, Thailand, Vietnam, Myanmar, the Philippines, Australia, New Zealand, Hong Kong, Taiwan, South Korea and Japan. This is the current picture and may be subject to change. 2. Lot 2: One (1) agency on a framework agreement for video production, editing and adaptation in locations including India, Sri Lanka, Bangladesh, Nepal, Pakistan, Singapore, Malaysia, Indonesia, Thailand, Vietnam, Myanmar, the Philippines, Australia, New Zealand, China, Hong Kong, Taiwan, South Korea and Japan. This is the current picture and may be subject to change. 3. Lot 3: One (1) content marketing agency on a framework agreement for China.

Total value (estimated)

- £670,000 excluding VAT
- £735,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 30 November 2027
- 2 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- SG - Singapore

Submission

Enquiry deadline

22 July 2025, 12:59am

Tender submission deadline

5 September 2025, 12:59am

Submission address and any special instructions

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 November 2025

Award criteria

Name	Description	Type	Weighting
Overall best score	4maincriteriatobeevalu ated	Price	100%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

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258509

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Organisation type: Public authority - sub-central government

