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Tender

## Advertising Agency Services for Sub-Saharan Africa

British Council

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

Notice identifier: 2025/S 000-040370

Procurement identifier (OCID): ocds-h6vhtk-055ffb

Published 16 July 2025, 9:21am

### Scope

### Description

The objective of this tender is to provide British Council with centralized effective & integrated network of marketing support for creative development digital AND social media support, rollout strategies and communications by agencies which provides a range of services across the spectrum of British Council marketing needs

### Total value (estimated)

- £840,000 excluding VAT
- £1,050,000 including VAT

Above the relevant threshold

### Contract dates (estimated)

- 3 November 2025 to 3 November 2027

- Possible extension to 3 November 2029
- 4 years, 1 day

Description of possible extension:

The Contract awarded will be for a duration of two 2 years with an option for an extension for up to 2 years additional years

## **Main procurement category**

Services

## **CPV classifications**

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 92111220 - Advertising video-tape production
- 79961100 - Advertising photography services

## **Contract locations**

- ZA - South Africa

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## **Participation**

## **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

26 August 2025, 12:59am

### **Tender submission deadline**

26 August 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)**

27 September 2025

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## Award criteria

Name	Description	Type	Weighting
Commercial	Commercial	Price	40%
Quality Experience credentials and presence	Quality Experience credentials and presence	Quality	25%
Methodology and Approach	Methodology and Approach	Quality	25%
Social Value	Social Value	Quality	10%

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

## **British Council**

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Samia Bensaid

Email: [Samia.Bensaid@britishcouncil.org](mailto:Samia.Bensaid@britishcouncil.org)

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government