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Award

Media Buying Services Agency

ORDNANCE SURVEY LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041699

Procurement identifier (OCID): ocds-h6vhtk-050d8e ([view related notices](#))

Published 21 July 2025, 3:01pm

Scope

Reference

BS.0363

Description

Ordnance Survey Ltd (OS) is Great Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information can be found on our website <http://www.os.uk>.

OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology.

The purpose of this tender is to find a media agency partner to support Ordnance Survey with creating and delivering successful media strategies, media buying, media optimisation, campaign trafficking and reporting over the two years (with an optional 12month extension) across our consumer (brand, ecommerce, app and retail) and corporate businesses.

Contract 1. Media Buying Services

Supplier

- [Anything Is Possible Media Limited](#)

Contract value

- £5,000,000 excluding VAT
- £6,000,000 including VAT

Above the relevant threshold

Award decision date

21 July 2025

Date assessment summaries were sent to tenderers

21 July 2025

Standstill period

- End: 30 July 2025
- 8 working days

Earliest date the contract will be signed

7 August 2025

Contract dates (estimated)

- 7 August 2025 to 7 August 2027
- Possible extension to 7 August 2028
- 3 years, 1 day

Description of possible extension:

The option for an additional 12-month extension, subject to performance.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Information about tenders

- 4 tenders received
- 1 tender assessed in the final stage:

- 0 submitted by small and medium-sized enterprises (SME)
- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Special regime

Concession

Supplier

Anything Is Possible Media Limited

- Companies House: 10910014

41-46 Frederick Place,

Brighton

BN1 4EA

United Kingdom

Email: mark@aip.media

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Media Buying Services

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Email: procurementgroup@os.uk

Region: UKJ36 - Central Hampshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)