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Contract

63000000

Department for Business and Trade

F20: Modification notice

Notice identifier: 2025/S 000-052696

Procurement identifier (OCID): ocds-h6vhtk-059108

Published 1 September 2025, 10:18am

Section I: Contracting authority/entity

I.1) Name and addresses

Department for Business and Trade

Old Admiralty Building, Whitehall

London

SW1A 2DY

Email

commercialmarevents@businessandtrade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

https://www.gov.uk/government/organisations/department-for-business-and-trade

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Section II: Object

II.1) Scope of the procurement

II.1.1) Title

63000000

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title

Media Buying DIT 2022-2025

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement at the time of conclusion of the contract:

The Department for Business and Trade (DBT) has purchased Media Buying Services.

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

25 May 2022

End date

12 June 2026

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section V. Award of contract/concession

Contract No

CR_1761

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

22 August 2025

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

OMD Group Ltd.

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

• UK - United Kingdom

The contractor/concessionaire is an SME

No

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £65,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

OMD Group Ltd.

85 Strand

London

WC2R 0DW

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79342000 - Marketing services

VII.1.3) Place of performance

NUTS code

- UK - United Kingdom

VII.1.4) Description of the procurement:

The Department for Business and Trade purchased Media Buying Services.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

25 May 2022

End date

12 June 2026

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£65,000,000

VII.1.7) Name and address of the contractor/concessionaire

OMD Group Ltd.

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

No

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Department for Business and Trade has extended the contract for the Provision of Media Buying Services with the current supplier via a CCN.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The Department for Business and Trade has extended the contract by a further 12 months.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptions and average inflation)

Value excluding VAT: £20,000,000

Total contract value after the modifications

Value excluding VAT: £63,000,000