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Contract

## Media Buying Services Agency

ORDNANCE SURVEY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056506

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

Published 15 September 2025, 11:53am

## 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.

This contract has been awarded to Anything Is Possible Media Limited to support Ordnance Survey. Anything Is Possible Media Limited will be creating and delivering successful media strategies, media buying, media optimisation, campaign trafficking, and reporting over the two years (with an optional 12-month extension) across our consumer (brand, ecommerce, app, and retail) and corporate businesses.

This contract value is up to £6,000,000; this amount is not guaranteed and will flex depending on the amount of media buying required across campaigns and strategies.

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## **Contract 1. Media Buying Services**

### **Supplier**

- [Anything is Possible Media Ltd.](#)

### **Contract value**

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

Above the relevant threshold

### **Date signed**

14 August 2025

### **Contract dates**

- 14 August 2025 to 13 August 2027
- Possible extension to 13 August 2028
- 3 years

Description of possible extension:

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

## Main procurement category

Services

## CPV classifications

- 79342000 - Marketing services

## Key performance indicators

Name	Description	Reporting frequency
CDP environmental questionnaire	OS will issue the CDP questionnaire annually and monitor submission. A failure to respond fully will be escalated and may impact the KPI.	12 months
Invoices	All valid and undisputed invoices must be submitted on time, to the correct place.	3 months
Annual due diligence	Supplier comprehensively responds to the due diligence questionnaire on an annual basis.	12 months
Media Placement	OS will monitor media placement schedules against agreed timelines. Any deviations will be reviewed and addressed during performance reviews	1 months

## Signed contract documents

[Final countersigned Contract OS and AIP BS0363 Redacted.pdf](#)

A contract for media buying services, provided by Anything Is Possible Media Ltd for Ordnance Survey.

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**Submission**

**Submission type**

Requests to participate

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**Other information**

**Conflicts assessment prepared/revised**

Yes

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**Procedure**

**Procedure type**

Competitive flexible procedure

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## Supplier

### **Anything is Possible Media Ltd.**

- Companies House: 10910014

41-46 Frederick Place,

Brighton

BN1 4EA

United Kingdom

Telephone: 07791434824

Email: [holly@aip.media](mailto:holly@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

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## Contracting authority

## **ORDNANCE SURVEY LIMITED**

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Email: [caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Region: UKJ36 - Central Hampshire

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