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Contract

Agatha Christie Creative - Marketing Campaign

British Library Board

UK7: Contract details notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-078937

Procurement identifier (OCID): ocds-h6vhtk-05ecf9

Published 2 December 2025, 1:53pm

Scope

Reference

002705

Description

Development of a standout marketing creative and campaign identity, for the British Library's forthcoming Agatha Christie Exhibition, that attracts our target audience.

Contract 1

Supplier

• Alphabetical Ltd

Contract value

- £14,000 excluding VAT
- £16,800 including VAT

Below the relevant threshold

Date signed

2 December 2025

Contract dates

- 3 December 2025 to 31 March 2026
- 3 months, 29 days

Main procurement category

Services

CPV classifications

• 79340000 - Advertising and marketing services

Contract locations

• UKC - North East (England)

- UKD North West (England)
- UKE Yorkshire and the Humber
- UKF East Midlands (England)
- UKG West Midlands (England)
- UKH East of England
- UKI London
- UKJ South East (England)
- UKK South West (England)

Procedure

Procedure type

Below threshold - limited competition

Supplier

Alphabetical Ltd

The Old School, Exton Street

London

SE1 8UE

United Kingdom

Email: bob@alphabetical.studioh

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

British Library Board

• Public Procurement Organisation Number: PCXZ-9362-XQJM

96 Euston Road

London

NW1 2DB

United Kingdom

Email: procurement@bl.uk

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government