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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.

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### **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)

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## **Supplier**

### **Alphabetical Ltd**

The Old School, Exton Street

London

SE1 8UE

United Kingdom

Email: [bob@alphabetical.studioh](mailto:bob@alphabetical.studioh)

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### British Library Board

- Public Procurement Organisation Number: PCXZ-9362-XQJM

96 Euston Road

London

NW1 2DB

United Kingdom

Email: [procurement@bl.uk](mailto:procurement@bl.uk)

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government