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Award

Media Planning and Buying

BBC (British Broadcasting Corporation)

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

Notice identifier: 2025/S 000-082235

Procurement identifier (OCID): ocds-h6vhtk-04e7eb ([view related notices](#))

Published 11 December 2025, 5:36pm

Scope

Reference

PROC 2024 22

Description

This procurement was for the provision of media planning and media buying services to the BBC. The BBC appointed an agency to provide expert media planning for the BBC and other entities as well as purchase media space for any marketing materials required.

The BBC purchased these services with the License Fee Unit and BBC Proms as part of the procurement.

Contract 1. Media Planning & Buying

Supplier

- Havas Media Limited

Contract value

- £359,880,000 including VAT

Above the relevant threshold

Award decision date

19 August 2025

Date assessment summaries were sent to tenderers

2 September 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

24 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2027
- Possible extension to 31 December 2031
- 6 years

Description of possible extension:

Initial period of two (2) years, followed by a possible further two 24-months extension periods. Maximum possible duration six (6) years.

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
- 79341000 - Advertising services
- 79342000 - Marketing services

Information about tenders

- 9 tenders received
- 2 tenders 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

- 1 supplier unsuccessful (details included for contracts over £5 million)
-

Unsuccessful suppliers

- [Manning Gottlieb OMD, a trading division of OMD Group Ltd](#)
-

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

Havas Media Limited

- Public Procurement Organisation Number: PRRD-1282-ZYJQ

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: connect@havas.com

Region: UKJ46 - West Kent

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 Planning & Buying

Manning Gottlieb OMD, a trading division of OMD Group Ltd

- Companies House: 02078820

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

United Kingdom

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Email: no_reply@bbc.co.uk

Website: <http://www.bbc.co.uk/supplying/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government