

**UK-London: Advertising and marketing services**  
**OJ S 60/2013 26/03/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Southbank Centre Limited

Postal address: Belvedere Road

Town: London

Postal code: SE1 8XX

Country: United Kingdom

For the attention of: Helen Faulkner

E-mail: [mediatender@southbankcentre.co.uk](mailto:mediatender@southbankcentre.co.uk)

**Internet address(es):**

General address of the contracting authority: <http://www.southbankcentre.co.uk>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Recreation, culture and religion

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Media Buying Services contract.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: UK.

NUTS code UK United Kingdom

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Southbank Centre is Europe's largest arts centre, with a programme of events that includes music, dance, literature, visual arts and performance. Southbank Centre is looking for an experienced, creative media planning and buying partner to provide a fully integrated media service that will provide the following services; campaign planning; rates negotiation; clipping service; promotional support; performance management.

**II.1.5. CPV code(s)**

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Restricted

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. The criteria stated in the specifications. Weighting 100

**IV.2.2. Information about electronic auction**

An electronic auction has been used: no

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2012/S 231-380975](#) of 30.11.2012

**Section V: Award of contract**

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**V.1. Date of conclusion of the contract**

18.3.2013

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: AKA Promotions Ltd, 115 Shaftesbury Avenue, London, WC2H 8AF

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

25.3.2013