

**United Kingdom-Birmingham: Advertising campaign services**  
**OJ S 61/2015 27/03/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Marketing Birmingham Ltd

Postal address: Baskerville House, Centenary Square, Broad Street

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

For the attention of: Katie Bentley

E-mail: [jazz.bansal@marketingbirmingham.com](mailto:jazz.bansal@marketingbirmingham.com)

Telephone: +44 1212025029

Fax: +44 1212025116

**Internet address(es):**

General address of the contracting authority: [www.marketingbirmingham.com/tenders](http://www.marketingbirmingham.com/tenders)

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

Other: Marketing Birmingham Limited (A Company Limited by Guarantee)

**I.3. Main activity**

Other: Marketing

**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**

2013-AP-MEDIA-02 Marketing Birmingham media buying agency.

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

Services

Service category No 27: Other services

NUTS code UKG31 Birmingham

**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)**

Marketing Birmingham is conducting a procurement exercise to appoint a media buying agency until March 2016. The contract will be used to fulfil media buying for the company and specifically for the European Regional Development Funded (ERDF) Projects, which involves the following partners: Marketing Birmingham, Visit England, Visit Britain, The Association of Black Country Authorities Consortium, Solihull Metropolitan Borough Council, Walsall

Metropolitan Borough Council, Sandwell Metropolitan Borough Council, Birmingham Airport, Dance Xchange and Southside BID.

To register your interest and access full tender documents, visit <https://in-tendhost.co.uk/marketingbirmingham/asp/Home>

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

79341400 Advertising campaign services, 79341100 Advertising consultancy services

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

The procurement is covered by the Government Procurement Agreement: yes

**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**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

**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**

2013-AP-MEDIA-02

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

**Contract notice**

Notice number in the OJ S: [2013/S 163-284337](#) of 23.8.2013

**Section V: Award of contract**

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Contract No: 203/S 163-284337

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

4.11.2013

**V.2. Information about tenders**

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

Official name: MediaCom North Ltd

Postal address: Commercial Wharf, 6 Commercial Street

Town: Manchester

Postal code: M15 4PZ.

**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:  
yes

Identification of the project: This contract is part-funded by the European Regional Development Fund through the Investing in the City Region ERDF project, managed by Marketing Birmingham Ltd.

#### **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**

23.3.2015