

United Kingdom-London: Advertising and marketing services

OJ S 137/2015 18/07/2015

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Visit Britain

Postal address: 1 Palace Street, Victoria

Town: London

Postal code: SW1E 5HX

Country: United Kingdom

Contact person: As per section VI.3 Additional Information of this Contract Notice

For the attention of: As above

E-mail: procurement@visitbritain.org

Telephone: +44 2075781054

Internet address(es):General address of the contracting authority: www.visitbritain.comElectronic access to information: For more information about this opportunity, please visit the Delta portal at: https://www.delta-esourcing.com/tenders/583-175_VB_SEO-PPC_Marketing/B52W667V8DElectronic submission of tenders and requests to participate: To respond to this opportunity, please click here: <https://www.delta-esourcing.com/respond/B52W667V8D>**I.2. Type of the contracting authority**

Other: arms length body

I.3. Main activity

Recreation, culture and religion

Other: tourism

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

II.1. Description**II.1.1. Title**

583-175 VB SEO-PPC Marketing.

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

Services

Service category No 10: Market research and public opinion polling services

NUTS code UKI London

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)**

Advertising and marketing services. Marketing services. Direct marketing services. Marketing management consultancy services. The purpose of this contract is to find an agency that is able to undertake both PPC and SEO marketing for VisitBritain Shop (www.visitbritainshop.com) with the aim of increasing revenue from this marketing channel and maximising our return on investment.

We require PPC marketing undertaken in multiple languages and markets.

We require SEO marketing undertaken in the following languages and markets by a native language SEO team:

German, French, Italian.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

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

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

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

1. Technical. Weighting 70
2. Commercial. Weighting 30

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

581-175

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 3595

V.1. Date of conclusion of the contract

3.10.2014

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: Search Laboratory Ltd
Postal address: The Old Chapel, Shadwell Lane, Moortown
Town: Leeds
Postal code: LS17 6DR
Country: United Kingdom
E-mail: ari.nurmi@searchlaboratory.com
Telephone: +44 1132121211
Fax: +44 8719188129

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

Initial estimated total value of the contract/lot:
Value: 1 000 000 GBP
excluding VAT
If annual or monthly value:
Number of years: 4

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds**VI.2. Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement, and the contract will be awarded on the basis of the most economically advantageous tender.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=151929884>

GO Reference: GO-2015715-PRO-6798496.

VI.3. Procedures for review**VI.3.1. Review body**

Official name: Visit Britain
Postal address: 1 Palace Street, Victoria
Town: London
Postal code: SW1E 5HX
Country: United Kingdom

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**

15.7.2015