

United Kingdom-London: Advertising and marketing services
OJ S 142/2015 25/07/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: VisitBritain

Postal address: Sanctuary Buildings, 20 Great Smith Street

Town: London

Postal code: SW1P 3BT

Country: United Kingdom

E-mail: procurement@visitbritain.org

Telephone: +44 2075781112

Internet address(es):

General address of the contracting authority: www.visitbritain.com

I.2. Type of the contracting authority

I.3. Main activity

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

Section II: Object of the contract

II.1. Description

II.1.1. Title

Search Laboratory Marketing Contract For Services — Ref 3595.

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)

The procurement involves the establishment of a framework agreement

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 the contract is for the agency to undertake both PPC and SEO marketing for VisitBritain Shop: www.visitbritainshop.com

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)

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

Value: 1 000 000 GBP

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. Price. 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

3595

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

V.1. Date of conclusion of the contract

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Search Laboratory Limited

Postal address: The Old Chapel

Town: Leeds

Postal code: LS17 6DR

Country: United Kingdom

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

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=152825995>

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

21.7.2015