

UK-Birmingham: advertising and marketing services
OJ S 174/2012 11/09/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Marketing Birmingham Ltd
Postal address: Ground Floor Baskerville House, Centenary Square, Broad Street
Town: Birmingham
Postal code: B1 2ND
Country: United Kingdom
For the attention of: Emma Gray
E-mail: Emma.gray@marketingbirmingham.com
Telephone: +44 1212025023
Fax: +44 1212025116
Internet address(es):
General address of the contracting authority: www.marketingbirmingham.com

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

II.1. Description

II.1.1. Title

Marketing Birmingham Media Agency 2012-AP-MEDIA-01.

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

Services

Service category No 27: Other services

Main site or place of performance: Birmingham West Midlands.

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 and partners have been awarded European Regional Development Funding for the period up until September 2014. Details were announced to appoint a media buying agency to support the on and off-online media buying requirements for programme activity for Marketing Birmingham and ERDF partners up until the afore mentioned date. This contract required a one stop approach regarding the fulfillment of on and off-line media

components including establishing a strategic plan and then managing the implementation, monitoring and evaluation.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341200 Advertising management 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

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. Financial stability and quality of response. Weighting 15
2. Methodology, planning and management. Weighting 25
3. Cost. Weighting 40
4. Relevant experience and demonstrated understanding. Weighting 20

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

2012-AP-MEDIA-01

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 53-086807](#) of 13.3.2012

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: MediaCom

Town: London

Country: United Kingdom

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

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 partially funded by the European Regional Development Fund through the Investing in the City Region ERDF project managed by Marketing Birmingham.

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Marketing Birmingham incorporated a standstill period as per European Procurement Guidelines, at the point information on the award of the contract was communicated to tenderers.

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

Official name: Marketing Birmingham

Postal address: Birmingham Postal code: B1 2ND

Country: United Kingdom

VI.4. Date of dispatch of this notice

7.9.2012