

UK-London: marketing services  
OJ S 187/2012 28/09/2012  
Contract award notice  
Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Visit Britain  
Postal address: 1 Palace Street, Victoria  
Town: London  
Postal code: SW1E 5HX  
Country: United Kingdom  
Telephone: +44 2075781054

### 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

VB Social Media Development, Social Integration and Brand Realignment.

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

Services  
Service category No 27: Other services  
NUTS code

#### 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 services. Contract for the provision of Social Media Development, Social Integration and Brand Realignment to VisitBritain.

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

79342000 Marketing services

#### 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

Value: 250 000 GBP

excluding VAT

## 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 criteria as stated in the ITT documents. Weighting 100

#### IV.2.2. Information about electronic auction

### IV.3. Administrative information

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

427/881

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

##### Contract notice

Notice number in the OJ S: [2012/S 27-043960](#) of 9.2.2012

## Section V: Award of contract

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Contract No: 2452

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

17.4.2012

### V.2. Information about tenders

Number of tenders received: 19

Number of tenders received by electronic means: 19

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

Official name: Brand 42 Ltd

Postal address: Bermondsey Studios,, 3 Morocco Street

Town: London

Postal code: SE1 3HB

Country: United Kingdom

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

Initial estimated total value of the contract/lot:

Value: 200 000 GBP

excluding VAT

Total value of the procurement:

Value: 250 000 GBP

If annual or monthly value:

Number of years: 1

### V.5. Information about subcontracting

The contract is likely to be subcontracted: no

## **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**

GO Reference: GO-2012924-PRO-4265893.

### **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**

24.9.2012