

**United Kingdom-Liverpool: Advertising and marketing services**  
**OJ S 228/2013 23/11/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: The Minister for the Cabinet Office acting through Government Procurement Service

Postal address: 9th Floor The Capital Old Hall Street

Town: Liverpool

Postal code: L3 9PP

Country: United Kingdom

E-mail: [supplier@gps.gsi.gov.uk](mailto:supplier@gps.gsi.gov.uk)

Telephone: +44 3450103503

**Internet address(es):**

General address of the contracting authority: <http://gps.cabinetoffice.gov.uk>

Address of the buyer profile: <https://gpsesourcing.cabinetoffice.gov.uk>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.3. Main activity**

Other: Public Procurement

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

The contracting authority is purchasing on behalf of other contracting authorities: yes

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Communications: Strategy and Planning.

**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: Primarily in the UK with some limited requirements overseas.

NUTS code UK United Kingdom

**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)**

Government Procurement Service as the Contracting Authority is putting in place a Pan Government Collaborative Framework. Public Sector bodies have a need for a range of strategy and planning services within the communications/marketing sector. This requirement

is not seeking market research, creative or media buying services.

Agreement is for use by the UK public sector bodies (and any future successors to these organisations), which include Central Government Departments and their Arms Length Bodies and Agencies, Non Departmental Public Bodies, NHS bodies and Local Authorities.

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

79340000 Advertising and marketing services, 22462000 Advertising material, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 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: 32 000 000 GBP  
excluding VAT

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**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. Quality. Weighting 60
2. Price. Weighting 40

**IV.2.2. Information about electronic auction**

An electronic auction has been used: yes

**IV.3. Administrative information**

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

RM1011

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

**Prior information notice**

of 8.11.2012

**Contract notice**

of 30.5.2013

**Other previous publications**

of 3.6.2013

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**Section V: Award of contract**

Contract No: RM1011 Bray Leino

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Bray Leino

Postal address: Filleigh, Devon Postal code: EX32 0RX

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Aegis Media Limited

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Aegis Media Limited

Postal address: 10 Triton Street Regent's Place

Town: London

Postal code: NW1 3BF

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 RKCR/Y&R

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: RKCR/Y&R, a division of Young and Rubicam Group Limited

Postal address: Greater London House Hampstead Road

Town: London

Postal code: NW1 7QP

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Diva Creative Ltd

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Diva Creative Ltd

Postal address: Workstation 15 Paternoster Row

Town: Sheffield

Postal code: S1 2BX

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Drafftcb London

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Drafftcb London

Postal address: 84 Eccleston Square

Town: London

Postal code: SW1V 1PX

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Quadrant Consultants Ltd

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Quadrant Consultants Ltd

Postal address: 3 Wesley Gate Queen's Road

Town: Reading  
Postal code: RG1 4AP  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Enter Here LLP

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Enter Here LLP  
Postal address: Exmouth House 3-11 Pine Street  
Town: London  
Postal code: EC1R 0JH  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Oxygen Brand Consulting Ltd

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Oxygen Brand Consulting Ltd  
Postal address: 1 Bisham Gardens  
Town: London  
Postal code: N6 6DJ  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 8HWE Ltd

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: 8HWE Ltd  
Postal address: 106 Cleveland Street  
Town: London  
Postal code: W1T 6NX  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 UM London

Lot No: 2

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: UM London, a trading division of Mediabrands Limited  
Postal address: 42-47 St John's Square  
Town: London  
Postal code: EC1M 4EA  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Carat

Lot No: 2

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Carat, a trading division of Aegis Media Limited  
Postal address: 10 Triton Street Regent's Place  
Town: London  
Postal code: NW1 3BF  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Mindshare Media (UK) Ltd

Lot No: 2

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Mindshare Media (UK) Ltd

Postal address: Central St Giles 1 Giles High Street

Town: London

Postal code: WC2H 8AR

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Mediacom UK Ltd

Lot No: 2

- Lot title: Communications: Strategy and Planning

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Mediacom UK Ltd

Postal address: 124 Theobalds Road

Town: London

Postal code: WC1X 8RX

Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 Manning Gottlieb OMD

Lot No: 2

- Lot title: Communications: Strategy and Planning

Lot No: 1

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: Manning Gottlieb OMD

Postal address: Seymour Mews House 26-37 Seymour Mews

Town: London  
Postal code: W1H 6BN  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Contract No: RM1011 MEDIAEDGE:CIA UK Limited

Lot No: 1

- Lot title: Communications: Strategy and Planning

Lot No: 2

- Lot title: Communications: Strategy and Planning

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

14.10.2013

**V.2. Information about tenders**

Number of tenders received: 46

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

Official name: MEDIAEDGE:CIA UK Limited

Postal address: 1 Paris Garden

Town: London

Postal code: SE1 8NU

Country: United Kingdom

**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:  
no

**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**

20.11.2013