

United Kingdom-London: Web search engine providers
OJ S 185/2020 23/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: British Tourist Authority
Postal address: 1 Victoria Street, Victoria
Town: London
NUTS code: UKI London
Postal code: SW1H 0ET
Country: United Kingdom
E-mail: procurement@visitbritain.org
Telephone: +44 2075781064
Internet address(es):
Main address: www.visitbritain.org

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

BTA882 SEO and PPC Services
Reference number: BTA882

II.1.2. Main CPV code

72414000 Web search engine providers

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this contract is to find an agency that is able to undertake search engine marketing for VisitBritain online shops with the aim of increasing revenue from this marketing channel and maximising return on investment In line with the network growth ambitions. The appointed agency must keep within agreed spend which could change dependant on business and market requirements. A secondary requirement is that both PPC and SEO services have to be provided
(a) in minimum of 10 languages for PPC; and

(b) SEO needs to be supported in a minimum of English, French, German and Italian with further languages being a possibility.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 900 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

The purpose of this contract is to find an agency that is able to undertake search engine marketing for VisitBritain online shops with the aim of increasing revenue from this marketing channel and maximising return on investment In line with the network growth ambitions.

Mandatory constraints/services required

The appointed agency must keep within agreed spend which could change dependant on business and market requirements. A secondary requirement is that both PPC and SEO services have to be provided

(a) in minimum of 10 languages for PPC; and

(b) SEO needs to be supported in a minimum of English, French, German and Italian with further languages being a possibility.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1.

Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 232-483905](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: BTA882

Title:

SEO and PPC Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/03/2018

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: 8 Million Stories Ltd

National registration number: SC430348

Postal address: 15/16 Queen Street

Town: Edinburgh

NUTS code: UKM75 Edinburgh, City of

Postal code: EH9 1DH

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 900 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. 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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=309261781>

GO Reference: GO-2020918-PRO-17093609

VI.4. Procedures for review

VI.4.1. Review body

Official name: British Tourist Authority

Postal address: 1 Victoria Street

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

18/09/2020