

United Kingdom-London: Web search engine providers

OJ S 232/2017 02/12/2017

Contract 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.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.delta-esourcing.com/tenders/UK-UK-London:-Web-search-engine-providers./3KX84JT59U>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

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.1.5. Estimated total value

Value excluding VAT: 900 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 900 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The contract is for 24 months with a possible 12 month extension.

II.2.10. Information about variants

Variants will be accepted: no

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 04/01/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 04/01/2018 Local time: 12:00

Place:

Electronic tender box.

Information about authorised persons and opening procedure: Contracts and Procurement Manager — Michael Burke.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Web-search-engine-providers./3KX84JT59U>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/3KX84JT59U>

GO Reference: GO-20171130-PRO-11493208.

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

30/11/2017