

Provision of Media Planning and Buying Services – Award of contract approved.

8 There was submitted a report by the Director of Legal and Administration regarding tenders received for the provision of Media Planning and Buying Services, advising that

- (1) the Council and Glasgow Life's annual spend for the provision of Media Planning and Buying Services was up to £600,000;
- (2) the Council and Glasgow Life required the provision of a media agency to support internal marketing teams to process and evaluate a variety of media campaigns and general advertising on their behalf;
- (3) the duration of the contract was from 30th September 2025 to 30th June 2028 and would be utilised by marketing teams within the Chief Executive's Department, Neighbourhoods, Regeneration and Sustainability, Glasgow City Health and Social Care Partnership and Glasgow Life; and
- (4) of the 5 suppliers invited to bid, 2 submitted a bid and following an award evaluation it was recommended that the contract be awarded to Spirit Media Scotland Ltd.

After consideration, the committee approved the award of contract for Media Planning and Buying Services to Spirit Media Scotland Ltd at an estimated annual cost of £600,000.