

United Kingdom-Devizes: Printed matter and related products
OJ S 13/2018 19/01/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Aster Group Limited

Postal address: Sarsen Court, Horton Avenue, Cannings Hill

Town: Devizes

NUTS code: UKK South West (England)

Postal code: SN10 2AZ

Country: United Kingdom

E-mail: creative@aster.co.uk

Telephone: +44 1380735558

Internet address(es):

Main address: www.aster.co.uk

Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA34409

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creative Services

Reference number: AG-0109-2017

II.1.2. Main CPV code

22000000 Printed matter and related products

II.1.3. Type of contract

Services

II.1.4. Short description

This procurement relates to Aster Group for the provision of Creative Services to help us deliver our strategy with support on creative development, digital marketing and marketing automation delivery.

Lot 1: Digital Marketing Support (PPC, SEO, Content),

Lot 2: Creative Support (new creative development and delivery),

Lot 3: Artworking (amending existing creative),

Lot 4: Development, Marketing Automation Delivery.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 100 000,00 GBP

II.2. Description

II.2.1. Title

Digital Marketing

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UKJ South East (England)

NUTS code: UKK South West (England)

II.2.4. Description of the procurement

Provision of Creative Services (Digital Marketing, Creative Support, Artworking and Development Marketing Automation Delivery.

II.2.5. Award criteria

Quality criterion - Name: Quality Questionnaire / Weighting: 60 %

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Creative Support

Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UKK South West (England)

NUTS code: UKJ South East (England)

II.2.4. Description of the procurement

Provision of Creative Services (Digital Marketing, Creative Support, Artworking and Development Marketing Automation Delivery.

II.2.5. Award criteria

Quality criterion - Name: Quality Questionnaire / Weighting: 60 %
Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Artworking (amending existing creative)
Lot No: 3

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UKK South West (England)
NUTS code: UKJ South East (England)

II.2.4. Description of the procurement

Provision of Creative Services (Digital Marketing, Creative Support, Artworking and Development Marketing Automation Delivery.

II.2.5. Award criteria

Quality criterion - Name: Quality Questionnaire / Weighting: 60 %
Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Development Marketing Automation Delivery
Lot No: 4

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UKK South West (England)
NUTS code: UKJ South East (England)

II.2.4. Description of the procurement

Provision of Creative Services (Digital Marketing, Creative Support, Artworking and Development Marketing Automation Delivery).

II.2.5. Award criteria

Quality criterion - Name: Quality Questionnaire / Weighting: 60

Price - Weighting: 40

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

Restricted 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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 086-167946](#)

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

Lot No: 2

Title:

Creative Support

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/10/2017

V.2.2. Information about tenders

Number of tenders received: 16

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

V.2.3. Name and address of the contractor

Official name: Resource
Postal address: 78 Armley Road, Armley
Town: Leeds
NUTS code: UK United Kingdom
Postal code: LS12 2EJ
Country: United Kingdom
Telephone: +44 1132005001
The contractor is an SME: no

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

Lowest offer: 1,00 GBP / Highest offer: 100 000,00 GBP taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 3

Title:

Artworking (amending existing creative)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

27/10/2017

V.2.2. Information about tenders

Number of tenders received: 16

Number of tenders received by electronic means: 16

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

V.2.3. Name and address of the contractor

Official name: Resource
Postal address: 78 Armley Road, Armley
Town: Leeds
NUTS code: UK United Kingdom
Postal code: LS12 2EJ
Country: United Kingdom
Telephone: +44 1132005001
The contractor is an SME: no

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

Lowest offer: 1,00 GBP / Highest offer: 100 000,00 GBP taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 4

Title:

Development Marketing Automation Delivery

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/10/2017

V.2.2. Information about tenders

Number of tenders received: 16

Number of tenders received by electronic means: 16

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

V.2.3. Name and address of the contractor

Official name: Resource

Postal address: 78 Armley Road, Armley

Town: Leeds

NUTS code: UK United Kingdom

Postal code: LS12 2EJ

Country: United Kingdom

Telephone: +44 1132005001

The contractor is an SME: no

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

Lowest offer: 1,00 GBP / Highest offer: 100 000,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 1

Title:

Digital Marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/10/2017

V.2.2. Information about tenders

Number of tenders received: 16

Number of tenders received by electronic means: 16

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

V.2.3. Name and address of the contractor

Official name: Resource

Postal address: 78 Armley Road, Armley

Town: Leeds

NUTS code: UK United Kingdom

Postal code: LS12 2EJ

Country: United Kingdom

Telephone: +44 1132005001

The contractor is an SME: no

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

Lowest offer: 1,00 GBP / Highest offer: 100 000,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(MT Ref:206150).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Aster Group Limited

Postal address: Sarsen Court, Horton Avenue, Cannings Hill

Town: Devizes

Postal code: SN10 2AZ

Country: United Kingdom

Telephone: +44 1380735558

Internet address: www.aster.co.uk

VI.5. Date of dispatch of this notice

17/01/2018