

United Kingdom-Northampton: Advertising and marketing services

OJ S 23/2020 03/02/2020

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Northampton

Postal address: University Drive

Town: Northampton

NUTS code: UKF24 West Northamptonshire

Postal code: NN1 5PH

Country: United Kingdom

Contact person: Julia Gough

E-mail: julia.gough@northampton.ac.uk

Telephone: +44 1604892663

Internet address(es):Main address: www.northampton.ac.ukAddress of the buyer profile: <https://in-tendhost.co.uk/universityofnorthampton/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/universityofnorthampton/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/universityofnorthampton/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://in-tendhost.co.uk/universityofnorthampton/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

ITT274 Student Recruitment Media Buying Strategy Tender

Reference number: ITT274

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

University of Northampton (UON) requires a media planning and buying agency for 3 years commencing May 2020. UON is looking to promote brand awareness of its undergraduate offering mainly within the UK and Europe but may include increasing awareness of UON to an international market, targeting specific territories such as South East Asia, Sub Sahara Africa and the Middle East. The agency will be responsible for strategic planning of all campaigns and making recommendations on the various media channels that are suitable for the target audience of 16 plus. They must be able to provide competitor reporting and provide recommendations on this information to inform current and future campaign developments and planning. The agency must have proven experience of working with multiple channels and multiple campaigns at the same time, this will include PPC, social, display (programmatic), broadcast (to include TV), YouTube, radio (traditional and digital), Spotify, OOH along with proven SEO experience.

II.1.5. Estimated total value

Value excluding VAT: 4 500 000,00 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: UKF24 West Northamptonshire

Main site or place of performance: Northampton.

II.2.4. Description of the procurement

The University of Northampton (UON) is tendering for a media planning and buying agency for a period of 3 years commencing in May 2020. The value of the business is approximately 1 500 000 GBP per year, but is subject to variation which may depend on any future restrictions on the university's budget during the term of the anticipated contract. As a higher education institution, the majority of our budget is allocated towards brand awareness and promoting UON's undergraduate offering mainly within the UK and Europe. We will also be looking at increasing our awareness of UON to an international market, therefore there may be additional in-country specific campaigns taking place overseas which will include targeting specific territories such as South East Asia and Sub Sahara Africa and the Middle East. The agency will be responsible for the strategic planning of all campaigns, making recommendations on the various media channels that are suitable for the target audience of 16 plus. They must be at the forefront of any developments to existing channels and new channels and provide updates to UON on these channels as these come through. They must be able to provide competitor reporting along with analysis of competitors spend, channels, current creatives running and provide recommendations on this information to inform current and future campaign developments and planning. The agency must have proven experience of working with multiple channels and multiple campaigns at the same time, this will include PPC, social, display (programmatic), broadcast (to include TV), YouTube, radio (traditional and digital), Spotify, OOH along with proven SEO experience.

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: 4 500 000,00 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 may be extended entirely in the University's discretion for a further 12 months depending on performance.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Maximum number: 6

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

Tender is published on <https://in-tendhost.co.uk/universityofnorthampton/> Please register your organisation, once registration is accepted you can access the tender documents. Contract value in II.1.5) and II.2.6) is an estimate based on 1 500 000 GBP per year for contract length. The university envisages entering a 3-year contract with the option to extend the contract up to a further 1 year.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

Date: 02/03/2020 Local time: 11:00

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

Date: 13/03/2020

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

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic payment will be used

VI.3. Additional information

The University reserves the right to cancel or amend this procurement at any stage and to not award the contract in whole or in part and does not bind itself to accept any tender. The University shall not be liable for any costs or expenses (of any nature) incurred by any prospective service provider (or any of its consortium members or subcontractors) in responding to this notice or in participating in this procurement process, including (without limitation) if the University cancels or amends this procurement process or makes no contract award. The estimated contract value is 4 500 000 GBP for the 3 year term and would be an estimated 6 000 000 GBP if the contract was extended by 1 year.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Town: London

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The procurement process will incorporate a standstill period at the point that notification of the proposed award of the contract is communicated to tenderers. That notification will provide information on the award decision as is required by Regulation 86 of the Public Contracts Regulations 2015.

VI.5. Date of dispatch of this notice

29/01/2020

