

**United Kingdom-London: Advertising campaign services**

**OJ S 38/2019 22/02/2019**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: King's College London

Postal address: Strand

Town: London

NUTS code: UKI London

Postal code: WC2R 2LS

Country: United Kingdom

E-mail: [gerr.burns@kcl.ac.uk](mailto:gerr.burns@kcl.ac.uk)

Telephone: +44 2078484431

**Internet address(es):**

Main address: [www.kcl.ac.uk](http://www.kcl.ac.uk)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.kcl.ac.uk/aboutkings/orgstructure/ps/procurement/suppliers/index.aspx>

Additional information can be obtained from the abovementioned address

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

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**

Education

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**Section II: Object**

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

**II.1.1. Title**

KCL-00001178 Creative and Campaign Services

Reference number: KCL-00001178

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

This tender aims to create a balanced set of 4-year Framework Agreements to provide creative and campaign services for King's College London that can be considered truly excellent, not only in the higher education sector, but in the design and marketing sectors in general. These Framework Agreements will cover a range of tactical and conceptual design and campaign services at the university. There is a high annual aggregate spend on related services (circa 1 460 000 GBP). However the required services will be of mixed value and for varied lengths of time depending on the particular project.

**II.1.5. Estimated total value**

Value excluding VAT: 6 000 000,00 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:

**II.2.4. Description of the procurement**

This tender aims to create a balanced set of 4-year Framework Agreements to provide creative and campaign services for King's College London that can be considered truly excellent, not only in the higher education sector, but in the design and marketing sectors in general. These Framework Agreements will cover a range of tactical and conceptual design and campaign services at the university. There is a high annual aggregate spend on related services (circa 1 460 000 GBP). However the required services will be of mixed value and for varied lengths of time depending on the particular project. King's is looking to work with a number of partners to provide general creative design services, and to develop and deliver our brand and marketing campaigns. This will include creative proposition development, the creation and execution of conceptual and tactical solutions across all media, plus production and art working services, as well as full campaign development and implementation. Please note that some top-level strategic solutions/campaigns are outside the scope of this framework, as are some exhibitions which for artistic and IP exclusivity reasons may require a specified sole provider. Agencies will be asked to specify which specialist area(s) of work they can supply.

**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: 6 000 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Will be tendered again in 4 years. The scope may change.

**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 III: Legal, economic, financial and technical information**

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### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators  
Envisaged maximum number of participants to the framework agreement: 50  
In the case of framework agreements, provide justification for any duration exceeding 4 years:

It will not exceed 4 years

#### **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: 26/03/2019 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.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 31/07/2019

#### **IV.2.7.**

## **Conditions for opening of tenders**

Date: 26/03/2019 Local time: 12:15

Place:

Actually online. Physically in London

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

4 years.

#### **VI.2. Information about electronic workflows**

Electronic ordering will be used

Electronic payment will be used

#### **VI.3. Additional information**

We are working towards electronic invoicing for all suppliers. The ones currently being e-invoiced are mainly bought in goods from e-catalogues.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Royal Courts of Justice

Postal address: Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

E-mail: [comct.registry@hmcourts-service.gsi.gov.uk](mailto:comct.registry@hmcourts-service.gsi.gov.uk)

Telephone: +44 2079476112

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

#### **VI.5. Date of dispatch of this notice**

19/02/2019