

United Kingdom-London: Advertising and marketing services

OJ S 46/2020 05/03/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Westminster

Postal address: 101 New Cavendish Street

Town: London

NUTS code: UK United Kingdom

Postal code: W1W 6XH

Country: United Kingdom

Contact person: Alison Sylvestre

E-mail: a.sylvestre@westminster.ac.uk

Telephone: +44 2079115000

Internet address(es):

Main address: <https://www.westminster.ac.uk>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.westminster.ac.uk/business-services/becoming-a-supplier>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media Planning and Buying Tender

Reference number: 20/09

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The scope of services is to provide a fully comprehensive media planning and buying services.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Works will entail the following services:

- Position the University and its services with target markets by developing relationships with key media groups. The emphasis of the strategy will be to maintain good understanding of the University, its programmes, initiatives and key objectives to enable ongoing identification of proactive opportunities for developing sponsorship, editorial and advertising opportunities and to provide on-going review of the efficiency, coverage and return on investment.
- Give cost effective coverage, in relation to the budgets available.
- To help broaden the reach of the University and its services and grow them through effective use of advertising, media sponsorship and editorial improving the cost efficiency of our media buying.
- To provide consultancy and work closely with the University marketing team.

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

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

Duration in months: 48

This contract is subject to renewal: no

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

III.1. Conditions for participation

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

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: 09/04/2020 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: 08/07/2020

IV.2.7. Conditions for opening of tenders

Date: 09/04/2020 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Up to a maximum of four suppliers will be shortlisted for interview.

VI.4. Procedures for review

VI.4.1. Review body

Official name: University of Westminster

Postal address: 101 New Cavendish Street

Town: London

Postal code: W1W 6XH

Country: United Kingdom

E-mail: a.sylvestre@westminster.ac.uk

Telephone: +20 79115000

Fax: +20 79115144

Internet address: <http://www.westminster.ac.uk>

VI.4.2. Body responsible for mediation procedures

Official name: TBC

Town: london

Country: United Kingdom

VI.4.4. Service from which information about the review procedure may be obtained

Official name: University of Westminster

Postal address: 101 New Cavendish Street

Town: London

Postal code: W1W 6XH

Country: United Kingdom

E-mail: a.sylvestre@westminster.ac.uk

Telephone: +20 79115000

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VI.5. Date of dispatch of this notice

02/03/2020