

United Kingdom-Newcastle upon Tyne: Advertising and marketing services

OJ S 62/2020 27/03/2020

Contract award notice – utilities

Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Tyne and Wear PTE (t/a Nexus)

Postal address: 33, St James' Boulevard

Town: Newcastle upon Tyne

NUTS code: UKC2 Northumberland and Tyne and Wear

Postal code: NE1 4AX

Country: United Kingdom

Contact person: Corporate Procurement

E-mail: tenders@nexus.org.uk

Telephone: +44 1912033446

Internet address(es):Main address: www.nexus.org.ukAddress of the buyer profile: www.nepo.org**I.6. Main activity**

Recreation, culture and religion

Section II: Object

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

MET19/13 Media Buying for Tyne and Wear Metro

Reference number: MET19/13

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Nexus wish to appoint a supplier to work with Tyne and Wear Metro to achieve best value in media buying and advise on appropriate media channels. Media should positively impact on the Metro brand and increase metro revenue and patronage. Requirements will be briefed according to campaign and defined target market. Key target markets include family, leisure, student and commuter.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKC North East (England)

II.2.4. Description of the procurement

Nexus wish to appoint a supplier to work with Tyne and Wear Metro to achieve best value in media buying and advise on appropriate media channels.

II.2.5. Award criteria

Quality criterion - Name: Tenderer's response to the scenario detailed in Section 3.8 of the ITT document including demonstrating knowledge of the local media market, creativity and innovation. / Weighting: 45

Quality criterion - Name: Tenderers must detail how they plan to deliver the annual marketing activity required as detailed in Section 4. / Weighting: 15

Quality criterion - Name: Information regarding the performance of our campaigns which your organisation would provide, include examples. / Weighting: 20

Quality criterion - Name: How the tenderer can add value for Nexus, include examples. / Weighting: 10

Quality criterion - Name: The approach to negotiating with media owners to ensure the best deal, provide examples. / Weighting: 5

Quality criterion - Name: Response times for short notice media space. / Weighting: 5
Price - Weighting: 0

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 210-514450](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

MET19/13 Media Buying for Tyne and Wear Metro

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: MediaCom Edinburgh

Town: Edinburgh

NUTS code: UKM75 Edinburgh, City of

Country: United Kingdom

The contractor is an SME: yes

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nexus

Town: Newcastle

Country: United Kingdom

VI.5. Date of dispatch of this notice

25/03/2020