

United Kingdom-New Cross: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 86/2016 03/05/2016

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Goldsmiths, University of London

Postal address: Lewisham Way

Town: New Cross

Postal code: SE14 6NW

Country: United Kingdom

Contact person: as above

For the attention of: Antonio Ramirez

E-mail: a.ramirez@gold.ac.uk

Telephone: +44 2078962720

Internet address(es):General address of the contracting authority: www.gold.ac.uk**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title**

Digital Marketing Agency Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: N/A, these are web based services.

NUTS code UKI London

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**II.1.4. Short description of the contract or purchase(s)**

Goldsmiths, University of London are seeking to appoint a specialist digital marketing service agency to support student recruitment. This decision has followed a review of our marketing activity and spend over the previous year. We have taken the decision to plan our campaigns around a 'digital' first strategy.

The successful agency will deliver Goldsmiths' paid search, display, social media and key portal advertising and the review of analytics produced. This will support Goldsmiths' selection of channels, platform and content, which will help Goldsmiths' grow its online voice and meet targets.

Specifically we require a specialist higher education marketing agency who offer a wealth of experience of using digital advertising to attract and recruit students from the domestic and international markets. Using the latest digital marketing techniques alongside a deep understanding of the trends in student recruitment will mean that the successful agency are able to offer consultancy based digital solutions for each recruitment campaign and to support the Goldsmiths brand in this key area.

Furthermore, the successful agency should present a demonstrable track record of using the latest analytics software and reporting technology to demonstrate the impact of their work.

Establishing a Return on Investment (ROI) for each stage of the recruitment cycle.

The successful agency should be either in partnership with or have approved status with the key search engines and media platforms used to recruit students and be able to demonstrate that they have added value to each campaign spend.

II.1.5. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79341200 Advertising management services, 79341400 Advertising campaign services,
80300000 Higher education services, 79340000 Advertising and marketing services,
79341100 Advertising consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 500 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality. Weighting 60
2. Price. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

TEN0340

IV.3.2. Previous publication concerning this procedure

Notice on a buyer profile

Notice number in the OJ S: [2016/S 022-035142](#)

Contract notice

Section V: Award of contract

Contract No: TEN0340

Lot title: Provision of Digital Marketing Agency Services

V.1. Date of conclusion of the contract

V.2. Information about tenders

Number of tenders received: 13

V.3. Name and address of the contractor

Official name: Natives Online trading as Net Natives

Postal address: Lees House, Dyke Road, Sussex

Town: Brighton

Postal code: BN1 3FE

Country: United Kingdom

E-mail: info@netnatives.co.uk

Telephone: +44 1273734640

Internet address: www.netnatives.co.uk

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 500 000 GBP

excluding VAT

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

29.4.2016