

United Kingdom-York: Marketing services
OJ S 73/2018 14/04/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: York St John University

Postal address: Lord Mayors Walk

Town: York

NUTS code: UKE21 York

Postal code: YO31 7EX

Country: United Kingdom

Contact person: Paul Revell

E-mail: tenders@yorks.ac.uk

Telephone: +44 1904876611

Internet address(es):

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

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.delta-esourcing.com/tenders/UK-UK-York:-Marketing-services./23NPXQJS34>

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

Other type: University

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Marketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The University is seeking to appoint a suitably qualified agency to undertake the provision of effective digital marketing services. The agency will be required to deliver a cycle of advertising campaigns based on an event-led strategy. The primary goals of these campaigns will be to drive bookings to Open Days and to drive applications at key points in the academic cycle. These are the main activities around which we have promoted the institution.

We are seeking a more clearly defined, contracted and time-specific partnership with a digital agency: one that first and foremost continues to enhance our approach to digital marketing for conventional undergraduate student recruitment, but can also support us to use digital advertising creatively and effectively as we grow and diversify.

II.1.5. Estimated total value

Value excluding VAT: 320 000,00 GBP

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, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: UKE21 York

Main site or place of performance: York.

II.2.4. Description of the procurement

The University recognises that digital advertising is now a cornerstone of the marketing mix that institutions adopt to reach their target audiences, principally still for traditional UG and PG student recruitment, but also increasingly as universities diversify their portfolio of courses and activities.

We are seeking a more clearly defined, contracted and time-specific partnership with a digital agency: one that first and foremost continues to enhance our approach to digital marketing for conventional undergraduate student recruitment, but can also support us to use digital advertising creatively and effectively as we diversify into new markets (such as postgraduate, distance learning and continuing professional development) and as we seek to enhance our wider reputation.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Account management / Personnel / Weighting: 5

Quality criterion - Name: Proposal / Evidence of capability / Weighting: 30

Quality criterion - Name: Customer support / Services / Weighting: 10

Quality criterion - Name: Innovation / New solutions / Weighting: 10

Quality criterion - Name: Management information / Reporting / Weighting: 5

Quality criterion - Name: Social / Environmental impact / Weighting: 10

Price - Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 320 000,00 GBP

II.2.7.

Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Due to the variable nature of creative industries, alternative commercial models to those outlined in the tender documentation will be accepted for consideration at the sole discretion of the University.

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: yes

IV.2. Administrative information

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

Date: 08/06/2018 Local time: 17:00

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.2.7. Conditions for opening of tenders

Date: 11/06/2018 Local time: 09:00

Place:
York, United Kingdom.

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

The Contracting Authority considers that this contract may be suitable for economic operators that are Small or Medium Enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-York:-Marketing-services./23NPXQJS34>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/23NPXQJS34>

GO Reference: GO-2018413-PRO-12223723

VI.4. Procedures for review

VI.4.1. Review body

Official name: York St John University
Postal address: Lord Mayors Walk
Town: York
Postal code: YO31 7EX
Country: United Kingdom
Telephone: +44 1904876611

VI.5. Date of dispatch of this notice

13/04/2018