

United Kingdom-Dundee: Advertising and marketing services

OJ S 104/2016 01/06/2016

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Abertay

Postal address: Bell Street

Town: Dundee

NUTS code: UKM21 Angus and Dundee City

Postal code: DD1 1HG

Country: United Kingdom

Contact person: Carol Johnston

E-mail: procurement@abertay.ac.uk

Telephone: +44 1382308995

Internet address(es):

Main address: <http://www.abertay.ac.uk>

Address of the buyer profile: http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: www.publiccontractsscotland.gov.uk

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: www.publiccontractsscotland.gov.uk

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: www.publiccontractsscotland.gov.uk

I.4. Type of the contracting authority

Other type: higher education institution

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Media Development and Advertising Services to Support Student Recruitment.

Reference number: PROC/COMM/2016/3/STUDRECRUIT

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Abertay University is looking for an innovative, progressive and agile creative agency to lead our creative content production and online marketing messaging and advertising for the purposes of encouraging applications from potential students. Following a review of previous marketing activity, we have taken a decision to plan our student recruitment marketing campaigns around a digital-1st strategy. Our web site is hosted and managed in-house and this does not form part of the contract. It is expected that messaging will be consistent across platforms and we are seeking an agency to work with us across the following:

Lot 1 — Creative digital content development and production;

Lot 2 — Digital media advertising and tracking for effectiveness.

II.1.5. Estimated total value

Value excluding VAT: 100 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lots 1 and 2.

II.2. Description**II.2.1. Title**

Creative digital content development and production

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKM21 Angus and Dundee City

Main site or place of performance: Dundee, Scotland.

II.2.4. Description of the procurement

Lot 1 — Content Creation:

The successful agency will be responsible for creating distinctive and creative content that reinforces and defines the image of Abertay University and clearly conveys our brand values. Creative content will be inspiring, raise and reinforce Abertay's profile in key markets, and be highly appealing to the target audience.

Functions expected of contractor:

— Creative work — Development of creatives, messaging, art direction and copy-writing;

— Production — To required technical specifications, and quality standards to web and digital media standard.

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: 25 000,00 GBP

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

Start: 15/08/2016 End: 31/05/2018

This contract is subject to renewal: yes

Description of renewals:

1 12-month optional extension.

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Should additional services to enhance the current specification of requirements be offered which does not materially alter the contract, but is deemed to offer value to the required service, the Purchaser shall consider this.

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

The European Single Procurement Document (ESPD) must be completed:

Part II — For company information only, however the Purchaser may choose not to select bidders not providing basic company information;

Part III — Economic Operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

II.2. Description

II.2.1. Title

Digital Media Advertising

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKM21 Angus and Dundee City

Main site or place of performance: Dundee, Scotland.

II.2.4. Description of the procurement

The successful agency will deliver Abertay's paid search, display, social media, re-marketing and key portal advertising and the review of analytics produced with the objective of growing our online voice to assist in meeting student recruitment targets.

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: 75 000,00 GBP

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

Start: 15/08/2016 End: 31/05/2018

This contract is subject to renewal: yes

Description of renewals:

1 12-month optional extension.

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Should a bidder offer additional services to enhance the requirement stated in the specification of requirements which does not materially alter the contract, the Purchaser may consider this.

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

The European Single Procurement Document (ESPD) must be completed:

Part II — For company information only, however the Purchaser may choose not to select bidders not providing basic company information.

Part III — Economic Operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Bidders must provide a copy of their company's last 2 years audited accounts.

Minimum level(s) of standards possibly required:

Bidders must demonstrate that they have sufficient financial resources to deliver the service required for the full contract period.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Bidders will be required to hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:

Minimum level(s) of standards possibly required:

Employers Liability 5 000 000 GBP;

Public Liability 5 000 000 GBP;

Professional Indemnity 2 000 000 GBP.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: 01/07/2016 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.2.7. Conditions for opening of tenders

Date: 01/07/2016 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

ESPD:

Section 4D as referred to in the procurement documents Section 1.4.4.

Quality Management Procedures: Bidders must have documented arrangements for ensuring that the bidders apply quality management measures that are appropriate to the work for which they are being engaged. This must include business continuity procedures.

Health and Safety Procedures: Bidders must have a documented process demonstrating the bidder's arrangements for ensuring that H and S measures are effective in reducing/preventing incidents, occupational ill-health and accidents. This must provide details of the arrangements for H and S management that are relevant to the nature and scales of the requirement.

Note: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland web site at: http://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=447416

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at: http://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. (SC Ref:447416).

VI.4. Procedures for review

VI.4.1. Review body

Official name: University of Abertay

Postal address: Bell Street

Town: Dundee

Postal code: DD1 1HG

Country: United Kingdom

Telephone: +44 1382308995

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

VI.5. Date of dispatch of this notice

30/05/2016