

United Kingdom-New Cross: Advertising campaign services

OJ S 85/2018 03/05/2018

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Goldsmiths, University of London

Postal address: Lewisham Way

Town: New Cross

NUTS code: UKI44 Lewisham and Southwark

Country: United Kingdom

E-mail: a.ramirez@gold.ac.uk**Internet address(es):**Main address: www.gold.ac.uk**I.3. Communication**

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

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: Education

I.5. Main activity

Education

Section II: Object

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

Digital Marketing and Advertising Services

Reference number: GOLD0477

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

You are invited by Goldsmiths, University of London to bid for the provision of Digital Marketing and Advertising Services for our Student Recruitment team. We are seeking to appoint a specialist digital marketing agency to support student recruitment by managing its core paid for marketing as it launches a newly developed recruitment marketing campaign for

three annual cycles. The successful agency will deliver Goldsmiths' paid search, display, social media and other key advertising, as well as reporting on and reviewing all activity. The minimum requirements to bid for this contract are stated on page 2 of the document: GOLD0477 Digital Marketing and Advertising Services – ITT — Final Interested parties should log onto the College Procurement portal In-Tend <https://in-tendhost.co.uk/he> to express interest in this project. Completed bids should be uploaded onto In-Tend by 12:00 noon on 7.6.2018 to be considered.

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)

79341400 Advertising campaign services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: UKI44 Lewisham and Southwark

Main site or place of performance:

II.2.4. Description of the procurement

Digital Marketing and Advertising Services for our Student Recruitment 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

Start: 10/07/2018 End: 09/07/2021

This contract is subject to renewal: yes

Description of renewals:

Plus 2 years.

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

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: 07/06/2018 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: 07/09/2018

IV.2.7. Conditions for opening of tenders

Date: 07/06/2018 Local time: 00:00

Place:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Goldsmiths University of London

Town: New Cross

Postal code: SE14 6NW

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The Authority will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. Applicants who are unsuccessful shall be informed by the Authority as soon as possible after the decision has been made as to the reasons why the Applicant was unsuccessful. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts Regulations 2006 (SI 2006 N° 5) provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take legal action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may, depending on the circumstances, award damages, make a declaration of ineffectiveness, order the Authority to pay a fine, and / or order that the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.

VI.5. Date of dispatch of this notice

01/05/2018