

United Kingdom-London: Advertising and marketing services

OJ S 124/2014 02/07/2014

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: London Metropolitan University

Postal address: 166-220 Holloway Road

Town: London

Postal code: N7 8DB

Country: United Kingdom

For the attention of: Sarah Roughan

E-mail: sarah.roughan@capita.co.uk, strategic-procurement@londonmet.ac.uk

Internet address(es):General address of the contracting authority: http://www.londonmet.ac.uk/strategic-procurement/info_for_suppliers/home.cfm**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**

LMU2012-0585 advertising and marketing.

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

Services

Service category No 13: Advertising services

Main site or place of performance: UK-London, various sites within the London Metropolitan University campuses.

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)**

The University is looking to attract tenders against 2 distinct lots:

1. Creative and Production: The development and production of brand and marketing materials, creative concepts, design, artwork, finished materials, research and consultation.
2. Media and Planning: Media campaign planning, media opportunity consultation and evaluation, and media negotiation and buying.

Agencies are invited to tender against 1 or both lots.

The appointed supplier(s) will be required to support the University's Marketing and Communications. Key to the University's strategy is the attraction and conversion of prospective students to enrolments, brand building through all channels and the promotion of the products and services provided by the university and its partners.

The University is keen to develop a better integrated and target driven approach to student recruitment marketing spanning the entire process from early prospect engagement and potentially through to enrolment and retention. Therefore relevant experience around student recruitment demographics and relevant insights around consumer and market behaviours will be a key factor.

The University aims to appoint a supplier for a contract term of three years, with the mutual option to extend the contract for two further one-year periods. The contract will be subject to an initial three month probationary period and annual performance review.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing 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: 3 725 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

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

LMU2012-0585

IV.3.2. Previous publication concerning this procedure

Notice number in the OJ S: [2013/S 196-338772](#) of 9.10.2013

Notice number in the OJ S: [2013/S 196-338772](#) of 9.10.2013

Section V: Award of contract

Contract No: LMU2012-0585A

Lot No: 1

- Lot title: Creative and Production

V.1. Date of conclusion of the contract

5.2.2014

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Hunter Lodge Advertising Limited

Postal address: 171 High Street

Town: Rickmansworth

Postal code: WD3 1AY

Country: United Kingdom

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

Total value of the procurement:

Lowest offer 700 000 and Highest offer 800 000 GBP
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: LMU2014-0585 B

Lot No: 2

- Lot title: Media Planning and Buying

V.1. Date of conclusion of the contract

5.2.2014

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Adconnection Limited

Postal address: 86-88 Great Suffolk Street

Town: London

Postal code: SE1 0BE

Country: United Kingdom

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

Total value of the procurement:

Lowest offer 2 000 000 and Highest offer 3 000 000 GBP
excluding VAT

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

Suppliers are required to register and express interest via the University electronic site at the following URL, registration and use of the e-tendering portal is free of charge and places suppliers under no obligation to participate.

http://www.londonmet.ac.uk/strategic-procurement/info_for_suppliers/home.cfm

The University does not accept any liability for any cost incurred in tendering. Please note all submissions will be subject to the University conditions of electronic submission. Tenders and all supporting documents must be priced in Sterling and all payments under the contract made in Sterling also.

Please note the University will not award the contract to a company to which this contract cost will amount to the 20 % or over of the company overall last audited accounts year turnover.

For further information about the University please look on the website: www.londonmet.ac.uk

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: London metropolitan university did incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into

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

VI.4. Date of dispatch of this notice

27.6.2014