

United Kingdom-Coventry: Advertising and marketing services

OJ S 150/2013 03/08/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Coventry University Higher Education Corporation

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

Contact person: Procurement Department

Telephone: +44 2476887392

Fax: +44 2476795120

Internet address(es):General address of the contracting authority: <http://wwwm.coventry.ac.uk/finance/Pages/Finance.aspx>Address of the buyer profile: <http://wwwm.coventry.ac.uk/finance/purchasing/Pages/Purchasing.aspx>Electronic access to information: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**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 attributed to the contract by the contracting authority**

Media buying services at Coventry University Higher Education Corporation Group.

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

Services

Service category No 13: Advertising services

NUTS code UKG33 Coventry

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Coventry University seeks a media buying agency, desirably with experience of the Higher Education sector, to provide proven expertise, negotiation and support in the following areas:
— To recommend innovative media opportunities to maximise advertising impact for Coventry University, including the University's subsidiaries.

— Negotiate discounted rates from a wide range of media such as press, radio, online, outdoor, events etc.

— Manage the placement of all media on behalf of the University.

— Copywriting all adverts, scripts and supporting collateral.

— Market research and competitor analysis, as appropriate.

— Provision of information relating to future/forward features in key media.

— Proactive negotiation of complimentary editorial space, working as necessary with the University's Marketing & Communications team and our public relations (PR) agencies.

— In conjunction with the Marketing & Communications department, planning and organising media campaigns.

— Secure a mix of media opportunities for our stakeholder groups.

— Provide a consistently high level of account management.

The successful agency will need to demonstrate proactive behaviour – making suggestions and challenging existing processes to improve the University's media selection and expenditure. The relationship with the University must be positive and strong, since the agency will be a seamless extension of our own marketing team.

There may also be the opportunity for further European Regional Development Fund (ERDF) / grant funded spend as required.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

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— To recommend innovative media opportunities to maximise advertising impact for Coventry University, including the University's subsidiaries.

— Negotiate discounted rates from a wide range of media such as press, radio, online,

outdoor, events etc.

— Manage the placement of all media on behalf of the University.

— Copywriting all adverts, scripts and supporting collateral.

— Market research and competitor analysis, as appropriate.

— Provision of information relating to future/forward features in key media.

— Proactive negotiation of complimentary editorial space, working as necessary with the University's Marketing & Communications team and our public relations (PR) agencies.

There may also be the opportunity for further European Regional Development Fund (ERDF) / grant funded spend as required.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.1.2014. Completion 31.12.2019

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

No deposits are required but parent guarantees may be required at a later stage of the tender process.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

As per pre-qualification questionnaire.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

If the contract is awarded to a consortium, joint venture or alliance, applicants will be required to contract with joint and several liability under English law either nominate a lead service provider with whom the contracting authority can contract and to whom all communication will be addressed or to form themselves into a single entity before the contract is awarded.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Please see pre qualification questionnaire (PQQ).

Minimum level(s) of standards possibly required: Please see pre qualification questionnaire (PQQ).

III.2.3. Technical and professional ability

List and brief description of conditions:

Please see pre qualification questionnaire (PQQ).

Minimum level(s) of standards possibly required:
Please see pre qualification questionnaire (PQQ).

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5: and Maximum number 8

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

PD-069-MD-MEDIA BUYING SERVICES.

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 5.9.2013 - 12:00
Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

5.9.2013 - 12:00

IV.3.5.

Estimated date of dispatch of invitations to tender or to participate to selected candidates

17.9.2013

IV.3.6. Languages in which tenders or requests to participate may be submitted
English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Date: 22.10.2013 - 12:00

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 1.8.2019.

VI.2. Information about European Union funds

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

no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Coventry University Higher Education Corporation

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

Body responsible for mediation procedures

Official name: Coventry University Higher Education Corporation

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Coventry University Procurement Department

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

VI.5. Date of dispatch of this notice

1.8.2013