

United Kingdom-London: Marketing services
OJ S 116/2019 19/06/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SOAS University of London
Postal address: Thornhaugh Street, Russell Square
Town: London
NUTS code: UK United Kingdom
Postal code: WC1H 0XG
Country: United Kingdom
Contact person: Kate Price
E-mail: kate.price@soas.ac.uk
Internet address(es):
Main address: <http://www.soas.ac.uk>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Marketing Agency Services
Reference number: SOAS 140

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

SOAS University of London wishes to appoint a full-service digital marketing agency with global reach to support the development and delivery of its content marketing communications strategy. This is a public procurement under The Public Contracts Regulations 2015 (SI 2015 /102) utilising the restricted procedure the deadline for submission of tender responses is midday 6.2.2019.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 450 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance:

II.2.4. Description of the procurement

SOAS wishes to appoint a full-service digital marketing agency with global reach to support the development and delivery of its content marketing communications strategy.

II.2.5. Award criteria

Cost criterion - Name: Quality / Weighting: 80/20

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: SOAS 140

Title:

The Services of a Digital Marketing Agency

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

22/05/2019

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Hunterlodge Advertising Ltd

National registration number: 2936966

Postal address: 171 High Street

Town: Rickmansworth

NUTS code: UK United Kingdom

Postal code: WD3 1AY

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 450 000,00 GBP

Total value of the contract/lot: 450 000,00 GBP

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: SOAS University of London

Town: London

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.4.4. Service from which information about the review procedure may be obtained

Official name: SOAS University of London

Postal address: Thornhaugh Street, Russell Square

Town: London

Postal code: WC1H 0XG

Country: United Kingdom

E-mail: kate.price@soas.ac.uk

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

VI.5. Date of dispatch of this notice

17/06/2019