

United Kingdom-Northampton: Advertising and marketing services
OJ S 118/2020 19/06/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Northampton

Postal address: University Drive

Town: Northampton

NUTS code: UKF24 West Northamptonshire

Postal code: NN1 5PH

Country: United Kingdom

Contact person: Julia Gough

E-mail: julia.gough@northampton.ac.uk

Telephone: +44 1604892663

Internet address(es):

Main address: www.northampton.ac.uk

Address of the buyer profile: <https://in-tendhost.co.uk/universityofnorthampton/>

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

ITT265 Student Recruitment Media Buying Strategy Tender

Reference number: ITT265

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The University of Northampton (UON) tendered for a media planning and buying agency. The UON was looking to promote brand awareness of its Undergraduate offering mainly within the UK and Europe but may include increasing awareness of UON to an international market, targeting specific territories such as South East Asia, Sub Sahara Africa and the Middle East. The agency is responsible for the strategic planning of all campaigns and making recommendations on the various media channels that are suitable for the target audience of

16 plus. Must be able to provide competitor reporting and provide recommendations on this information to inform current and future campaign developments and planning. Must have proven experience of working with multiple channels and multiple campaigns at the same time, this will include PPC, social, display (programmatic), broadcast (to include TV), OOH along with proven SEO experience.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: UKF24 West Northamptonshire

Main site or place of performance: Northampton.

II.2.4. Description of the procurement

The University of Northampton (UON) tendered for a media planning and buying agency. The value of the business was approximately GBP 1 900 000 per year, but is subject to variation which may depend on any future restrictions on the university's budget during the term of the anticipated contract. As a higher education institution, the majority of our budget is allocated towards brand awareness and promoting UON's undergraduate offering mainly within the UK and Europe. We will be looking at increasing our awareness of UON to an international market, therefore there may be additional in-country specific campaigns taking place overseas which will include targeting specific territories such as South East Asia and Sub Sahara Africa and the Middle East. The agency is responsible for the strategic planning of all campaigns, making recommendations on the various media channels that are suitable for the target audience of 16 plus. Must be at the forefront of any developments to existing channels and new channels and provide updates to UON on these channels as these come through. Provide competitor reporting along with analysis of competitors spend, channels, current creatives running and provide recommendations on this information to inform current and future campaign developments and planning. Must have proven experience of working with multiple channels and multiple campaigns at the same time, this will include PPC, social, display (programmatic), broadcast (to include TV), OOH along with proven SEO experience.

II.2.5. Award criteria

Quality criterion - Name: Capability 40/Fit for purpose 25/Commercial 20 / Weighting: 85

Cost criterion - Name: Pricing / Weighting: 15

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

Tender was published on <https://in-tendhost.co.uk/universityofnorthampton/> Contract value in V.2.4) was an estimate based on GBP 1 900 000 per year for contract length. The university envisaged entering a 3-year contract with the option to extend the contract up to a further 1 year.

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 055-127332](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/08/2019

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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: 5

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

V.2.3. Name and address of the contractor

Official name: Havas People Ltd

Postal address: Havas House, Hermitage court, Hermitage Lane, Maidstone

Town: Kent

NUTS code: UKJ44 East Kent

Postal code: ME16 9NT

Country: United Kingdom

Telephone: +44 2070224000

Internet address: www.havaspeople.com

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 700 000,00 GBP

Total value of the contract/lot: 1 000 000,00 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: High Court

Town: London

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

18/06/2020