

**United Kingdom-London: Advertising and marketing services**  
**OJ S 120/2020 24/06/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: University of Westminster  
Postal address: 101 New Cavendish Street  
Town: London  
NUTS code: UK United Kingdom  
Postal code: W1W 6XH  
Country: United Kingdom  
Contact person: Alison Sylvestre  
E-mail: [a.sylvestre@westminster.ac.uk](mailto:a.sylvestre@westminster.ac.uk)  
Telephone: +44 2079115000

**Internet address(es):**

Main address: <https://www.westminster.ac.uk>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Media Planning and Buying Tender  
Reference number: 20/09

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The scope of services is to provide a fully comprehensive media planning and buying services

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Lowest offer: 370 000,00 EUR / Highest offer: 450 000,00 EUR taken into consideration

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

### **II.2.4. Description of the procurement**

Works will entail the following services

- Position the University and its services with target markets by developing relationships with key media groups. The emphasis of the strategy will be to maintain good understanding of the University, its programmes, initiatives and key objectives to enable ongoing identification of proactive opportunities for developing sponsorship, editorial and advertising opportunities and to provide ongoing review of the efficiency, coverage and return on investment.
- Give cost effective coverage, in relation to the budgets available.
- To help broaden the reach of the University and its services and grow them through effective use of advertising, media sponsorship and editorial improving the cost efficiency of our media buying.
- To provide consultancy and work closely with the University marketing team.

### **II.2.5. Award criteria**

Quality criterion - Name: Standards / Weighting: 10

Quality criterion - Name: Implementation / Weighting: 20

Quality criterion - Name: Project management / Weighting: 20

Quality criterion - Name: Report and analysis / Weighting: 20

Price - Weighting: 30

### **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**

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### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 046-109683](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

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

### **Section V: Award of contract**

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#### **Title:**

Media Planning and Buying Tender

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

28/05/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 8

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

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

##### **V.2.3. Name and address of the contractor**

Official name: Education Cubed

Postal address: Spaces, Mocatta House, Trafalgar Place

Town: Brighton

NUTS code: UK United Kingdom

Postal code: BN1 4DU

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 370 000,00 GBP / Highest offer: 450 000,00 GBP taken into consideration

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

Up to a maximum of four suppliers will be shortlisted for interview.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: University of Westminster

Postal address: 101 New Cavendish Street

Town: London

Postal code: W1W 6XH

Country: United Kingdom

E-mail: [a.sylvestre@westminster.ac.uk](mailto:a.sylvestre@westminster.ac.uk)

Telephone: +20 79115000

Fax: +20 79115144

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

**VI.4.2. Body responsible for mediation procedures**

Official name: TBC

Town: London

Country: United Kingdom

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

Official name: University of Westminster

Postal address: 101 New Cavendish Street

Town: London

Postal code: W1W 6XH

Country: United Kingdom

E-mail: [a.sylvestre@westminster.ac.uk](mailto:a.sylvestre@westminster.ac.uk)

Telephone: +20 79115000

Fax: +20 79115144

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

**VI.5. Date of dispatch of this notice**

19/06/2020