

United Kingdom-Dundee: Advertising and marketing services
OJ S 166/2016 30/08/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Abertay

Postal address: Bell Street

Town: Dundee

NUTS code: UKM21 Angus and Dundee City

Postal code: DD1 1HG

Country: United Kingdom

Contact person: Carol Johnston

E-mail: procurement@abertay.ac.uk

Telephone: +44 1382308995

Internet address(es):

Main address: <http://www.abertay.ac.uk>

Address of the buyer profile: http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103

I.4. Type of the contracting authority

Other type: higher education institution

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Media Development and Advertising Services to Support Student Recruitment.

Reference number: PROC/COMM/2016/3/STUDRECRUIT

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Abertay University is looking for an innovative, progressive and agile creative agency to lead our creative content production and online marketing messaging and advertising for the purposes of encouraging applications from potential students. Following a review of previous marketing activity, we have taken a decision to plan our student recruitment marketing campaigns around a digital-first strategy. Our web site is hosted and managed in-house and

this does not form part of the contract. It is expected that messaging will be consistent across platforms and we are seeking an agency to work with us across the following:

Lot 1: Creative digital content development and production.

Lot 2: Digital media advertising and tracking for effectiveness.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 91 000,00 GBP

II.2. Description

II.2.1. Title

Creative digital content development and production

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKM21 Angus and Dundee City

Main site or place of performance: Dundee, Scotland.

II.2.4. Description of the procurement

Lot 1. Content Creation

The successful agency will be responsible for creating distinctive and creative content that reinforces and defines the image of Abertay University and clearly conveys our brand values. Creative content will be inspiring, raise and reinforce Abertay's profile in key markets, and be highly appealing to the target audience.

Functions expected of contractor:

— Creative work — Development of creatives, messaging, art direction and copy-writing.

— Production — to required technical specifications, and quality standards to web and digital media standard.

II.2.5. Award criteria

Quality criterion - Name: Understanding of brief / Weighting: 30

Quality criterion - Name: Creative approach / Weighting: 30

Quality criterion - Name: Previous experience / Weighting: 20

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Should additional services to enhance the current specification of requirements be offered which does not materially alter the contract, but is deemed to offer value to the required service, the Purchaser shall consider this.

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

The European Single Procurement Document (ESPD) must be completed.

Part II- For company information only, however the Purchaser may choose not to select bidders not providing basic company information.

Part III-Economic Operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

II.2. Description

II.2.1. Title

Digital Media Advertising

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKM21 Angus and Dundee City

Main site or place of performance: Dundee, Scotland.

II.2.4. Description of the procurement

The successful agency will deliver Abertay's paid search, display, social media, re-marketing and key portal advertising and the review of analytics produced with the objective of growing our online voice to assist in meeting student recruitment targets.

II.2.5. Award criteria

Quality criterion - Name: Understanding of the brief / Weighting: 30

Quality criterion - Name: Creative approach / Weighting: 30

Quality criterion - Name: Previous experience / Weighting: 20

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Should a bidder offer additional services to enhance the requirement stated in the specification of requirements which does not materially alter the contract, the Purchaser may consider this.

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

The European Single Procurement Document (ESPD) must be completed.

Part II- For company information only, however the Purchaser may choose not to select bidders not providing basic company information.

Part III-Economic Operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

Section IV: Procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2016/S 104-185578](#)

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

Lot No: 1

Title:

Creative digital content development and production

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2016

V.2.2. Information about tenders

Number of tenders received: 21

Number of tenders received by electronic means: 21

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

V.2.3. Name and address of the contractor

Official name: Net Natives

Postal address: 4th Floor, Lees House, 21 Dyke Road

Town: Brighton

NUTS code: UKJ21 Brighton and Hove

Postal code: BN1 3FE

Country: United Kingdom

Telephone: +44 1273734640

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1,00 GBP

Lowest offer: 5 876,00 GBP / Highest offer: 39 520,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Digital Media Advertising

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2016

V.2.2. Information about tenders

Number of tenders received: 21

Number of tenders received by electronic means: 21

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

V.2.3. Name and address of the contractor

Official name: Net Natives

Postal address: 4th Floor, Lees House, 21 Dyke Road

Town: Brighton

NUTS code: UKJ21 Brighton and Hove

Postal code: BN1 3FE

Country: United Kingdom

Telephone: +44 1273734640

The contractor is an SME: yes

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

Lowest offer: 60 000,00 GBP / Highest offer: 85 060,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

ESPD

Section 4D as referred to in the procurement documents Section 1.4.4)

Quality Management Procedures: Bidders must have documented arrangements for ensuring that the bidders apply quality management measures that are appropriate to the work for which they are being engaged. This must include business continuity procedures.

Health and Safety Procedures: Bidders must have a documented process demonstrating the bidder's arrangements for ensuring that H&S measures are effective in reducing/preventing incidents, occupational ill-health and accidents. This must provide details of the arrangements for H&S management that are relevant to the nature and scales of the requirement.

(SC Ref: 459873).

VI.4. Procedures for review

VI.4.1. Review body

Official name: University of Abertay

Postal address: Bell Street

Town: Dundee

Postal code: DD1 1HG

Country: United Kingdom

Telephone: +44 1382308995

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

VI.5.

Date of dispatch of this notice

25/08/2016