

United Kingdom-London: Marketing services
OJ S 149/2017 05/08/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The City University
Postal address: Northampton Square
Town: London
NUTS code: UKI4 Inner London - East
Postal code: EC1V 0HB
Country: United Kingdom
Contact person: James Morgan
E-mail: james.morgan@city.ac.uk
Internet address(es):
Main address: <http://www.city.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

Media Buying and SEO Services.
Reference number: 16/1045

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

City University is seeking to appoint by tender (under the OJEU Open Procedure):

1. an agency(-ies) who can strategically advise upon and instigate integrated media buying activity; and
2. an external Search Engine Optimization agency (or agencies) to manage its search marketing. City's websites www.city.ac.uk and www.cass.city.ac.uk are central to the successful marketing of the University and to the recruitment of students to its courses.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 3 000 000,00 GBP

II.2. Description

II.2.1. Title

Media Buying

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UKI4 Inner London - East

Main site or place of performance: Inner London — East.

II.2.4. Description of the procurement

City University London seek to appoint one or a small number of agencies to strategically advise upon and instigate integrated media buying activity.

Tender details can be accessed using the following:

<https://www.delta-esourcing.com> using access code: C42648WC5J.

II.2.5. Award criteria

Price

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

II.2. Description

II.2.1. Title

Search Engine Optimisation

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UKI4 Inner London - East

Main site or place of performance: Inner London — East.

II.2.4. Description of the procurement

An external Search Engine Optimisation agency to manage its search marketing. City's websites www.city.ac.uk and www.cass.city.ac.uk are central to the successful marketing of the University and to the recruitment of students to its courses. Our goals for search are to:
Increase relevant traffic to our website,

Increase relevant traffic to our courses pages,
Increase the number of high quality prospective students making enquiries, ordering prospectuses and registering for Open Days, Open Evenings and Campus Tours,
Increase the readership of our editorial content including video views.
Tender details can be accessed using the following:
<https://www.delta-esourcing.com> using access code: AG25854V2U.

II.2.5. Award criteria

Price

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

<https://www.delta-esourcing.com/respond/AG25854V2U>

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: no

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

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/08/2016

V.2.2. Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 2

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: 11

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

V.2.3. Name and address of the contractor

Official name: Fundamental Media

Postal address: 31-41 Worship Street

Town: London

NUTS code: UKI London

Country: United Kingdom

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 900 000,00 GBP

Total value of the contract/lot: 2 900 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Search Engine Optimisation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/06/2016

V.2.2. Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 2

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: 11

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

V.2.3. Name and address of the contractor

Official name: Minttwist Ltd

Postal address: 800 Highgate Studios, 53-79 Highgate Road

Town: London

NUTS code: UKI London

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: 100 000,00 GBP

Total value of the contract/lot: 100 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=271359903>

GO Reference: GO-201783-PRO-10758641.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: The City University

Postal address: Northampton Square

Town: London

Postal code: EC1V 0HB

Country: United Kingdom

VI.5. Date of dispatch of this notice

03/08/2017