

United Kingdom-London: Advertising and marketing services

OJ S 195/2016 08/10/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: The University of West London

Postal address: Strategic Procurement Department, Villiers House, Haven Green

Town: London

Postal code: W5 2NU

Country: United Kingdom

Internet address(es):

General address of the contracting authority: www.uwl.ac.uk

Electronic access to information: <https://in-tendhost.co.uk/uwl>

Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/uwl>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

The Provision of Marketing and Advertising Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code UKI11 Inner London - West

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

The University of West London (UWL) wishes to appoint a provider(s) for the following services:

Lot 1 — Media Planning and Buying Agency Services;

Lot 2 — Marketing and Creative Design Agency Services.

Comprehensive brand guidelines exist and UWL would expect the provider(s) to be guardians of the brand. There will need to be joint working between UWL and the provider(s).

Further information is provided in the information regarding Lots.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The University of West London (UWL) wishes to appoint a provider(s) for the following services:

Lot 1 — Media Planning and Buying Agency Services.

UWL is seeking to deliver its marketing and advertising effectively and cost efficiently partly through the appointment of a media buying agency who will create a planning function that will be both strategic and also responsive and reactive to specific needs as may be required.

Lot 2 — Marketing and Creative Design Agency Services.

UWL is seeking to appoint a Marketing and Creative Design Agency who will partner with us to further develop and evolve the brand positioning and marketing activity over the next 3 years in line with and in response to market demands and expectations.

Comprehensive brand guidelines exist and UWL would expect the provider(s) to be guardians of the brand. There will need to be joint working between UWL and the provider(s).

Additionally there may be other central departments and academic schools within UWL who require the services from time to time.

The contract will be for 3 years with the option to extend for 1 year at UWL's discretion.

Estimated value excluding VAT: 1 000 000 GBP

II.2.2. Information about options

Options: yes

Description of options: The contract will be for 3 years with the option to extend for a further 12 months at UWL's discretion.

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 36 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Media Planning and Buying Agency

1) Short description

The University of West London is seeking to deliver its marketing and advertising effectively and cost-efficiently partly through the appointment of a media buying agency who will create a planning function that will be both strategic and also responsive and reactive to specific needs as may be required.

2) CPV code(s)

79341000 Advertising services

3) Quantity or scope

The University of West London is seeking to deliver its marketing and advertising effectively and cost-efficiently partly through the appointment of a media buying agency who will create a planning function that will be both strategic and also responsive and reactive to specific needs as may be required. The agency will have overall responsibility for online and offline media planning and buying, including:

- Providing expertise and advice to the marketing team on all media channels for the UK;
- Proposing media plans/laydowns that will respond to the University recruitment strategy and leverage budgets as well as addressing specific campaign objectives;
- Purchasing relevant media space and negotiating the best possible rates on behalf of UWL and when required provide advertising repurposing, typesetting etc;
- Providing expertise and advice in terms of media strategy, online and offline.

The appointed media buying agency will be expected to liaise with UWL's Campaigns Team in the execution of the contract.

Additionally there may be other central departments and academic schools within UWL who require media planning and buying agency services from time to time. For example the Human Resources Department will require the appointed agency to assist them in planning, designing and delivering a staff recruitment offering with the purpose of producing pools of suitably qualified candidates to various positions, both academic and non-academic, within the University.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Marketing and Creative Design Agency

1) Short description

The University of West London is also seeking to appoint a Marketing and Creative Design Agency who will partner with us to further develop and evolve the brand positioning and marketing activity over the next 3 years in line with and in response to market demands and expectations.

2) CPV code(s)

79342000 Marketing services

3) Quantity or scope

The University of West London is also seeking to appoint a Marketing and Creative Design Agency who will partner with us to further develop and evolve the brand positioning and marketing activity over the next 3 years in line with and in response to market demands and

expectations.

We are seeking to deliver marketing and advertising and cost-efficiently through the appointment of a marketing and creative agency partner who will provide a marketing and planning service that will be both strategic and also responsive and reactive to specific needs as may be required.

We are looking for the agency to:

- Bring fresh thinking ideas ‘that work’ and to provide ‘big picture’ and strategic direction for the account;
- Further develop and embed the brand positioning, The Career University. There is a specific requirement to develop and deepen the narrative around the brand positioning, to ‘storytell’ in a way that is meaningful and immediately relatable and relevant to our audiences and to make this work on a School by School/product by product basis;
- Deliver creative excellence and flair across all assets that will enable us to ‘stand out from the crowd’;
- Deliver a ‘look and feel’ that is vibrant, visually engaging and exudes confidence; be able to distinguish the need for different styles for different audiences i.e. corporate vs student recruitment, while remaining true to brand values and authenticity;
- Provide expertise and advice to the Marketing Team on all channels and market developments in respect of user engagement, behaviour patterns and new technologies and platforms;
- Propose strategies and plans that will respond to UWL's recruitment strategy and leverage budgets as well as addressing specific campaign objectives;
- Ensure a multi-channel integrated approach to all activities where and when appropriate;
- Deliver engaging, compelling copy that can work across platforms, keeping the COPE (create once, publish everywhere) principle in mind as much as possible;
- Be familiar with the recruitment cycle and the critical timings/touch points in terms of deliverables and the consumer.

The appointed agency will be expected to liaise with UWL's Marketing Campaigns Team in the execution of the contract.

Additionally there may be other central departments and academic schools within UWL who require marketing and creative design agency services from time to time.

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

UWL reserves the right to request deposits, guarantees or other forms of security. Further details are provided in the selection questionnaire documents.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Further details are provided in the selection questionnaire documents.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Joint and several liability. UWL has a preference for a contract with a prime contractor.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: As set out in the documents.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: As set out in the Selection Questionnaire documents.

III.2.2. Economic and financial ability

List and brief description of conditions: As set out in the Selection Questionnaire documents.

Minimum level(s) of standards possibly required: As set out in the Selection Questionnaire documents.

III.2.3. Technical and professional ability

List and brief description of conditions:

As set out in the Selection Questionnaire documents.

Minimum level(s) of standards possibly required:

As set out in the Selection Questionnaire documents.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5: and Maximum number 10

Objective criteria for choosing the limited number of candidates: As set out in the Selection Questionnaire documents.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

16-106

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 7.11.2016 - 12:00

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

7.11.2016 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 01/10/2019.

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.3. Additional information

Tenderers wishing to participate in UWL's requirement for Marketing and Advertising Services can access the documents via UWL's eSourcing portal In-Tend at the following address:

<https://in-tendhost.co.uk/uwl>

UWL may require tenderers to supplement or clarify the information submitted.

All documentation must be priced in sterling and written in English.

Any agreement entered into will be considered a contract made in England and subject to English law and be subject to the exclusive jurisdiction of the English courts.

UWL is not liable for any costs incurred by those tendering for this contract opportunity.

UWL reserves the right to terminate the procurement process or any part of it at any time.

The most economically advantageous or any tender will not automatically be accepted. UWL reserves the right not to award if it is not economically advantageous to do so.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Strategic Procurement Department

Postal address: Villiers House, Haven Green

Town: London

Postal code: W5 2NU

E-mail: humi.asif@uwl.ac.uk

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: See VI.4.1) above.

VI.4.3. Service from which information about the review procedure may be obtained**VI.5. Date of dispatch of this notice**

5.10.2016