

United Kingdom-Bolton: Advertising management services
OJ S 195/2016 08/10/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Bolton

Postal address: Deane Campus, Deane Road

Town: Bolton

Postal code: BL3 5AB

Country: United Kingdom

For the attention of: Paul Lindley

E-mail: procurement@bolton.ac.uk

Telephone: +44 1204903187

Internet address(es):

General address of the contracting authority: <http://bolton.ac.uk/Home.aspx>

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

PUOB0002 University Digital Marketing Tender.

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

Services

Service category No 13: Advertising services

Main site or place of performance: University of Bolton.

NUTS code

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

II.1.4. Short description of the contract or purchase(s)

This contract is for the supply of Digital Marketing Services to the University of Bolton and the contractor will be required to provide the services listed under the following 6 categories.

Specifics about each category will be discussed with the successful contractor and may change over the duration of the tender agreement based on sector trends and suggestions from the contractor on individual campaign briefs:

A. Advice and Recommendations on Digital Advertising Strategy and Planning;

- B. Digital Marketing Campaigns;
- C. Digital Technical Services;
- D. Search Engine Optimisation;
- E. Mobile;
- F. Design and Content Generation.

II.1.5. CPV code(s)

79341200 Advertising management services, 79341400 Advertising campaign services, 79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 400 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Accelerated restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 20
2. Quality. Weighting 80

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

PUOB0002

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2016/S 128-230559](#) of 6.7.2016

Contract notice

Notice number in the OJ S: [2016/S 150-272017](#) of 5.8.2016

Section V: Award of contract

Contract No: 1

V.1. Date of conclusion of the contract

16.9.2016

V.2. Information about tenders

Number of tenders received: 17

Number of tenders received by electronic means: 17

V.3. Name and address of the contractor

Official name: Education Cubed

Postal address: 122 Elsenham Street

Town: London,

Postal code: SW18 5NP

Country: United Kingdom

E-mail: adam@educationcubed.com

Telephone: +44 2079021200

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 400 000 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: University of Bolton

Postal address: Deane Road Bolton

Town: Bolton

Postal code: BL35AB

Country: United Kingdom

E-mail: PROCUREMENT@BOLTON.AC.UK

Telephone: +44 1204903187

Internet address: www.bolton.ac.uk

Body responsible for mediation procedures

Official name: Centre for Effective Dispute Resolution

Town: London

Postal code: EC4Y1EU

Country: United Kingdom

E-mail: info@cedr.com

Telephone: +44 2075366000

Internet address: www.cedr.com

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

Official name: University of Bolton

Postal address: Deane Road

Town: Bolton
Postal code: BL35AB
Country: United Kingdom
E-mail: PROCUREMENT@BOLTON.AC.UK
Telephone: +44 1204903187

VI.4. Date of dispatch of this notice

5.10.2016