

United Kingdom-London: Advertising and marketing services

OJ S 212/2014 04/11/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Westminster

Postal address: Cavendish House, 101 New Cavendish Street

Town: London

Postal code: W1W 6XH

Country: United Kingdom

For the attention of: Mitch Dalglish — Head of Procurement

E-mail: m.dalglish@westminster.ac.uk, procurement@westminster.ac.uk

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

Student Recruitment Advertising.

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: London, UK.

NUTS code UKI London

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 Westminster requires a digital marketing agency to support the planning and delivery of digital student recruitment campaigns. The agency should be able to provide skills and expertise in paid search, remarketing and display advertising. The digital activity is focused on attracting high quality university applications from the UK, EU and key international markets. Campaign activity also supports the conversion of applications to student numbers. The digital activity will be responsible for corporate advertising to raise brand awareness in a highly competitive marketplace and support faculty-level marketing plans to generate applications for specific courses and programmes.

The requirements for selection include:

- Significant experience and expertise in SEO and SEM including paid search, remarketing and display advertising;
- Experience of UK, EU and international digital marketing;
- Ability to integrate with existing social media channels;
- CRM integration experience;
- Creative and analytical skills;
- Transparent reporting and analysis.

We are not looking for a media buyer but a specialist agency in search engine optimisation and search engine marketing.

The expected start date of the contract will be week commencing 26.1.2015.

II.1.6. CPV code(s)

79340000 Advertising and marketing services - DA01 - QA04, 79341000 Advertising services - DA01 - QA04, 79341200 Advertising management services - DA01 - QA04, 79341400 Advertising campaign services - DA01 - QA04

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: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: no

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: 48 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

- III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**
- III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**
- III.1.4. Contract performance conditions**
The performance of the contract is subject to particular conditions: no
- 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 specified in the Invitation To Tender Document.
 - III.2.2. Economic and financial ability**
List and brief description of conditions: As specified in the Invitation To Tender Document.
Minimum level(s) of standards possibly required: As specified in the Invitation To Tender Document.
 - III.2.3. Technical and professional ability**
List and brief description of conditions:
As specified in the Invitation To Tender Document.
Minimum level(s) of standards possibly required:
As specified in the Invitation To Tender Document.
 - 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**

Section IV: Procedure

- IV.1. Type of procedure**
 - IV.1.1. Type of procedure**
Open
 - IV.1.2. Information about the limits on the number of candidates to be invited**
 - IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**
- 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

15/03

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

18.12.2014 - 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

until: 18.3.2015

IV.3.8. Conditions for opening of tenders

Date: 18.12.2014

Place:

University of Westminster.

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: no

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

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

30.10.2014