

United Kingdom-Dundee: Advertising and marketing services
OJ S 216/2013 07/11/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Abertay Dundee

Postal address: Bell Street

Town: Dundee

Postal code: DD1 1HG

Country: United Kingdom

Contact person: Finance - Procurement

Telephone: +44 1382308873

Fax: +44 1382308118

Internet address(es):

General address of the contracting authority: <http://www.abertay.ac.uk>

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

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

Student Recruitment Advertising 2013.

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 Abertay Dundee.

NUTS code UKM21 Angus and Dundee City

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)

Student Recruitment Advertising

Purpose of Contract is to devise, implement and monitor for impact advertising campaigns to encourage student applications for courses at the University of Abertay Dundee.

Duration of contract is June 2013 to May 2015 (24 months) with an option to extend for 12

months to May 2016

This is a 2 stage procedure with a PQQ attached . Bidders should complete and return this by 8th March at 12.00 noon.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 160 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Proven knowledge of Student Recruitment Advertising. Weighting 25
2. Seniority/knowledge of staff assigned to the project. Weighting 20
3. Knowledge of HE sector Student Recruitment Advertising, particularly in Scotland. Weighting 10
4. Understanding of our requirement. Weighting 25
5. Online advertising expertise. Weighting 20

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

UAD_13_01 EU

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 22-034168](#) of 31.1.2013

Section V: Award of contract

Contract No: UAD13_01

Lot title: Student Recruitment Advertising 2013

V.1. Date of conclusion of the contract

15.7.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: The Bridge
Postal address: 49 Virginia St
Town: Glasgow
Postal code: G1 1TS
Country: United Kingdom
Internet address: www.thebridgeuk.com

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

Total value of the procurement:
Value: 160 000 GBP
If annual or monthly value:
Number of years: 3

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. Information about European Union funds**VI.2. Additional information**

(SC Ref:283925)

VI.3. Procedures for review**VI.3.1. Review body**

Official name: Procurement
Postal address: University of Abertay
Town: Dundee
Postal code: DD1 1HG
Country: United Kingdom
E-mail: procurement@abertay.ac.uk
Internet address: www.abertay.ac.uk

VI.3.2. Review procedure**VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Abertay University
Postal address: Bell Street
Town: Dundee
Postal code: DD1 1HG
Country: United Kingdom
E-mail: procurement@abertay.ac.uk
Telephone: +44 1382308873
Fax: +44 01382308118
Internet address: www.abertay.ac.uk

VI.4. Date of dispatch of this notice

6.11.2013