

United Kingdom-York: Marketing services
OJ S 169/2018 04/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: York St John University

Postal address: Lord Mayors Walk

Town: York

NUTS code: UKE21 York

Postal code: YO31 7EX

Country: United Kingdom

Contact person: Paul Revell

E-mail: tenders@yorks.ac.uk

Telephone: +44 1904876611

Internet address(es):

Main address: <https://www.yorks.ac.uk/>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: University

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Marketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The University is seeking to appoint a suitably qualified agency to undertake the provision of effective digital marketing services. The agency will be required to deliver a cycle of advertising campaigns based on an event-led strategy. The primary goals of these campaigns will be to drive bookings to Open Days and to drive applications at key points in the academic cycle. These are the main activities around which we have promoted the institution.

We are seeking a more clearly defined, contracted and time-specific partnership with a digital agency: one that first and foremost continues to enhance our approach to digital marketing for conventional undergraduate student recruitment, but can also support us to use digital advertising creatively and effectively as we grow and diversify.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 320 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: UKE21 York

Main site or place of performance: York

II.2.4. Description of the procurement

The University recognises that digital advertising is now a cornerstone of the marketing mix that institutions adopt to reach their target audiences, principally still for traditional UG and PG student recruitment, but also increasingly as universities diversify their portfolio of courses and activities.

We are seeking a more clearly defined, contracted and time-specific partnership with a digital agency: one that first and foremost continues to enhance our approach to digital marketing for conventional undergraduate student recruitment, but can also support us to use digital advertising creatively and effectively as we diversify into new markets (such as postgraduate, distance learning and continuing professional development) and as we seek to enhance our wider reputation.

II.2.5. Award criteria

Quality criterion - Name: Account Management / Personnel / Weighting: 5

Quality criterion - Name: Proposal / Evidence of Capability / Weighting: 30

Quality criterion - Name: Customer Support / Services / Weighting: 10

Quality criterion - Name: Innovation / New Solutions / Weighting: 10

Quality criterion - Name: Management Information / Reporting / Weighting: 5

Quality criterion - Name: Social / Environmental Impact / Weighting: 10

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Due to the variable nature of creative industries, alternative commercial models to those outlined in the tender documentation will be accepted for consideration at the sole discretion of the University.

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

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 073-162303](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/08/2018

V.2.2. Information about tenders

Number of tenders received: 26

Number of tenders received by electronic means: 26

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

V.2.3. Name and address of the contractor

Official name: Natives Online Limited

Postal address: Ground and 4th Floor, Lees House, 21 Dyke Road

Town: Brighton

NUTS code: UKJ21 Brighton and Hove

Postal code: BN1 3FE

Country: United Kingdom

E-mail: ben.newman@netnatives.co.uk

Telephone: +44 1273734640

Internet address: <http://netnatives.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 320 000,00 GBP

Total value of the contract/lot: 320 000,00 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://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=342625469>

GO Reference: GO-2018831-PRO-13113711

VI.4. Procedures for review

VI.4.1. Review body

Official name: York St John University

Postal address: Lord Mayors Walk

Town: York

Postal code: YO31 7EX

Country: United Kingdom

Telephone: +44 1904876611

VI.5. Date of dispatch of this notice

31/08/2018