

United Kingdom-London: Public relations consultancy services
OJ S 163/2019 26/08/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: King's College London
Postal address: Strand
Town: London
NUTS code: UKI3 Inner London - West
Postal code: WC2R 2LS
Country: United Kingdom
E-mail: gerry.burns@kcl.ac.uk
Telephone: +44 2078484431
Internet address(es):
Main address: www.kcl.ac.uk

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

KCL-00001170 Social Media Listening and Consultancy
Reference number: KCL-00001170

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Our primary objective is to be able to fully measure, analyse and understand what is being said or talked about online with specific regard to our brand, schools, departments, people, activities and services. It is our intention to expand our use of the social media monitoring service and toolset overtime as we evolve King's use of such tools. We will require access to real-time information in easy to read reports that are readily available to use, in addition to regular data analysis and insights to inform our activities and aid planning.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 192 180,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKI3 Inner London - West

Main site or place of performance:

II.2.4. Description of the procurement

Our primary objective is to be able to fully measure, analyse and understand what is being said or talked about online with specific regard to our brand, schools, departments, people, activities and services. It is our intention to expand our use of the social media monitoring service and toolset overtime as we evolve King's use of such tools. We will require access to real-time information in easy to read reports that are readily available to use, in addition to regular data analysis and insights to inform our activities and aid planning.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: no

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: [2019/S 036-081241](#)

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

Contract No: KCL-00001170

Title:

Social Media Listening and Consultancy

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/06/2019

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: Fenix Media Ltd T/A Pulsar

National registration number: 04378213

Postal address: 31 Old Nichol Street

Town: London

NUTS code: UKI4 Inner London - East

Postal code: E2 7HR

Country: United Kingdom

Internet address: www.pulsarplatform.com

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 192 180,00 GBP

Total value of the contract/lot: 192 180,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts of Justice

Postal address: Strand, UK-London

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

E-mail: comct.registry@hmcourts-service.gsi.gov.uk

Telephone: +44 2079476112

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

23/08/2019