

United Kingdom-Lancaster: Advertising management services
OJ S 208/2017 28/10/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Lancaster University

Postal address: Bailrigg Campus

Town: Lancaster

NUTS code: UKD North West (England)

Postal code: LA1 4YW

Country: United Kingdom

Contact person: Jessica Mottershaw

E-mail: tenders@lancaster.ac.uk

Internet address(es):

Main address: www.lancaster.ac.uk

Address of the buyer profile: <http://www.lancaster.ac.uk/procurement/>

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

Media Buying Agency Services.

Reference number: SP/E/17/860

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

The Authority is inviting tenderers to participate in this procurement process with the aim of appointing an experienced media buying agency to manage all advertising campaigns, including digital and offline advertising for the central Marketing and Communications Department, all Faculties and other Professional Services Teams, including Human Resources and Commercial Services.

All procurement documentation can be accessed by registering on the In-Tend Portal:

<https://in-tendhost.co.uk/lancaster.aspx/Home>

This contract shall also be used for ERDF funded projects.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKD North West (England)

Main site or place of performance: Lancaster University.

II.2.4. Description of the procurement

This contract shall be used for media buying services across the university.

The Authority is inviting tenderers to participate in this procurement process with the aim of appointing an experienced media buying agency to manage all advertising campaigns, including digital and offline advertising for the central Marketing and Communications Department, all Faculties and other Professional Services Teams, including Human Resources and Commercial Services.

All procurement documentation can be accessed by registering on the In-Tend Portal:

<https://in-tendhost.co.uk/lancaster/asp/Home>

This contract shall also be used for ERDF funded projects.

II.2.5. Award criteria

Quality criterion - Name: Service Delivery / Weighting: 25

Quality criterion - Name: Scenario Analysis / Weighting: 45

Cost criterion - Name: Pricing/Value for Money of Scenarios / Weighting: 20

Cost criterion - Name: Rate Card / Weighting: 10

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:
yes

Identification of the project:

II.2.14. Additional information

This contract may be used by ERDF-funded projects. This may include other universities who are involved in joint ERDF projects.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2017/S 102-204169](#)

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: SP/17/860

Title:

Media Buying Agency Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/09/2017

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Havas People Ltd

Postal address: Havas House, Hermitage Court, Hermitage Lane

Town: Maidstone

NUTS code: UKD North West (England)

Postal code: ME16 9NT

Country: United Kingdom

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 600 000,00 EUR

Total value of the contract/lot: 2 600 000,00 EUR

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: Chief Administrative Officer and Secretary, Vice-Chancellor's Office, Lancaster University

Postal address: Bailrigg Campus

Town: Lancaster

Postal code: LA1 4YW

Country: United Kingdom

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Chief Administrative Officer and Secretary, Vice-Chancellor's Office, Lancaster University

Postal address: Bailrigg Campus

Town: Lancaster

Postal code: LA1 4YW

Country: United Kingdom

VI.5. Date of dispatch of this notice

27/10/2017