

United Kingdom-New Cross: Advertising campaign services
OJ S 183/2019 23/09/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Goldsmiths, University of London

Postal address: Lewisham Way

Town: New Cross

NUTS code: UKI44 Lewisham and Southwark

Country: United Kingdom

E-mail: a.ramirez@gold.ac.uk

Internet address(es):

Main address: www.gold.ac.uk

I.4. Type of the contracting authority

Other type: Education

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital Marketing and Advertising Services

Reference number: GOLD0477

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

You are invited by Goldsmiths, University of London to bid for the provision of digital marketing and advertising services for our student recruitment team. We are seeking to appoint a specialist digital marketing agency to support student recruitment by managing its core paid for marketing as it launches a newly developed recruitment marketing campaign for 3 annual cycles. The successful agency will deliver Goldsmiths' paid search, display, social media and other key advertising, as well as reporting on and reviewing all activity. The minimum requirements to bid for this contract are stated on page 2 of the document: GOLD0477 Digital Marketing and Advertising Services – ITT — Final Interested parties should log onto the

College Procurement portal In-Tend <https://in-tendhost.co.uk/he> to express interest in this project. Completed bids should be uploaded onto In-Tend by 12.00 noon on 7.6.2018 to be considered.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKI45 Lambeth

Main site or place of performance: Lewisham and Lambeth, London.

II.2.4. Description of the procurement

Provision of digital marketing and advertising services for our student recruitment team.

II.2.5. Award criteria

Cost criterion - Name: Price / Weighting: 30 %

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 085-191687](#)

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: GOLD0477

Title:

Digital Marketing and Advertising Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/08/2018

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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: 7

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

V.2.3. Name and address of the contractor

Official name: Mint Twist Ltd

National registration number: 05261672

Postal address: 1-3 Leonard Street

Town: London

NUTS code: UKI44 Lewisham and Southwark

Postal code: EC2A \$AQ

Country: United Kingdom

E-mail: hello@minttwist.co.uk

Internet address: <http://www.minttwist.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: 300 000,00 GBP

Total value of the contract/lot: 300 000,00 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: Goldsmiths University of London

Town: New Cross

Postal code: SE14 6NW

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

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

Official name: Goldsmiths, University of London

Postal address: Lewisham Way

Town: New Cross

Country: United Kingdom

E-mail: a.ramirez@gold.ac.uk

Internet address: www.gold.ac.uk

VI.5. Date of dispatch of this notice

18/09/2019