

United Kingdom-London: Marketing services

OJ S 242/2018 15/12/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SOAS University of London
Postal address: Thornhaugh Street, Russell Square
Town: London
NUTS code: UK United Kingdom
Postal code: WC1H 0XG
Country: United Kingdom
Contact person: Kate Price
E-mail: kate.price@soas.ac.uk
Internet address(es):
Main address: <http://www.soas.ac.uk>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/soas>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/soas>
Tenders or requests to participate must be submitted to the abovementioned address

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

Digital Marketing Agency Services
Reference number: SOAS 140

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

SOAS University of London wishes to appoint a full-service Digital Marketing Agency with global reach to support the development and delivery of its content marketing communications strategy. This is a public procurement under The Public Contracts Regulations 2015 (SI 2015 /102) utilising the Restricted Procedure. The deadline for submission of tender responses is midday 6.2.2019

II.1.5. Estimated total value

Value excluding VAT: 450 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance:

II.2.4. Description of the procurement

SOAS wishes to appoint a full-service Digital Marketing Agency with global reach to support the development and delivery of its content marketing communications strategy.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 450 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5Maximum number: 10Objective criteria for choosing the limited number of candidates:

As specified in the tender documents.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1.

Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 14/01/2019 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 04/02/2019

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: SOAS University of London

Town: London

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

13/12/2018