

United Kingdom-Openshaw: Advertising management services
OJ S 226/2019 22/11/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: LTE Group

Postal address: Whitworth House, Ashton Old Road

Town: Openshaw

NUTS code: UK United Kingdom

Postal code: M11 2WH

Country: United Kingdom

Contact person: Mrs Emma Clyne

E-mail: eclyne@ltegroup.co.uk

Telephone: +44 1616742352

Internet address(es):

Main address: <http://www.ltegroup.co.uk/>

Address of the buyer profile: <http://www.ltegroup.co.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

Supply of Media Buying Services

Reference number: DN381180

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this tender arrangement is to secure an arrangement with the LTE Group for media buying, with an experienced agency providing the best possible outcomes and communications strategy whilst providing exceptional service and demonstrable value for the LTE Group.

The agency will be instrumental in creating media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve LTE Group's strategic objectives.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 400 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The purpose of this tender arrangement is to secure an arrangement with the LTE Group for media buying, with an experienced agency providing the best possible outcomes and communications strategy whilst providing exceptional service and demonstrable value for the LTE Group.

The agency will be instrumental in creating media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve LTE Group's strategic objectives.

Required services: core elements:

The successful agency will demonstrate how every applicable campaign will be measured based on outcomes and shall provide evaluation and measurement of campaign performance /outcomes, this would include:

- (a) reporting against outcome key performance indicators outlined in briefs;
- (b) being able to adjust live campaign activities to take account of ongoing evaluation and measurement results;
- (c) regularly update the LTE Group on optimisation work undertaking to improve the performance of activity and to enable the LTE Group to utilise this feedback to help improve future campaigns.

II.2.5. Award criteria

Cost criterion - Name: Strategic media partner / Weighting: 10

Cost criterion - Name: Account management expertise / Weighting: 10

Cost criterion - Name: Media buying expertise / Weighting: 10

Cost criterion - Name: Technically enabled and innovative media buying solutions / Weighting: 10

Cost criterion - Name: Media research approach / Weighting: 10

Cost criterion - Name: Management information, budget control and accounts services / Weighting: 10

Cost criterion - Name: Pricing / 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 240-548433](#)

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: 003139968sm2018/264

Title:

Tender for the Supply Media Buying Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/03/2019

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

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: 5

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

V.2.3. Name and address of the contractor

Official name: Running Total Media Ltd

Town: Manchester

NUTS code: UKD3 Greater Manchester

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 400 000,00 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: Centre for Effective Dispute Resolution

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

21/11/2019