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Tender

Digital Marketing and Advertising in China

Swansea University

F02: Contract notice

Notice identifier: 2021/S 000-000082

Procurement identifier (OCID): ocds-h6vhtk-028798

Published 5 January 2021, 9:24am

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement - VC's Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Contact

James Thomas

Email

procurement@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

www.swansea.ac.uk

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.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

Digital Marketing and Advertising in China

Reference number

SU27(21)

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University wishes to appoint an external Supplier to help manage university digital platforms in China throughout the year as well as ad hoc projects as they arise. The appointment requires the Supplier to use their expertise advising on upcoming opportunities, undertaking competitors' research and being able to produce detailed report on performance and to show return of investment.

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

II.2.4) Description of the procurement

The University wishes to appoint an external Supplier to help manage university digital platforms in China throughout the year as well as ad hoc projects as they arise. The appointment requires the Supplier to use their expertise advising on upcoming opportunities, undertaking competitors' research and being able to produce detailed report on performance and to show return of investment.

The University produces a high volume of advertising materials throughout the year and the appointed Supplier are required to provide fast turnaround and deliver multiple projects at key times during the academic year.

The supplier is expected to create and design campaign and perform account management across main digital platforms in China for Swansea, primarily WeChat, Weibo and Baidu. The supplier is expected to provide tailored plans for each platform for Swansea University over 12 month periods.

II.2.5) Award criteria

Quality criterion - Name: Contract Specific Capability / Weighting: 60

Quality criterion - Name: Customer Support / Weighting: 20

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £500,000

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

Start date

1 August 2021

End date

31 July 2024

This contract is subject to renewal

Yes

Description of renewals

Option to extend by 12 months

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

10 February 2021

Local time

12:00pm

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

English, Welsh

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

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

10 February 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on

<https://etenderwales.bravosolution.co.uk>

Search for: itt_84957

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=106383

(WA Ref:106383)

The buyer considers that this contract is suitable for consortia.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom