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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](mailto:procurement@swansea.ac.uk)

#### **Telephone**

+44 1792602779

#### **Country**

United Kingdom

**NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

[www.swansea.ac.uk](http://www.swansea.ac.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0345](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

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## **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 preform 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

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## **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

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## **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](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