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Contract

Digital and Social Media Agency Services (China)

University of Dundee

F03: Contract award notice

Notice identifier: 2022/S 000-000299

Procurement identifier (OCID): ocds-h6vhtk-02d465

Published 6 January 2022, 11:25am

Section I: Contracting authority

I.1) Name and addresses

University of Dundee

Procurement, 3rd Floor, Tower Building, Nethergate

Dundee

DD1 4HN

Email

t.kizeikova@dundee.ac.uk

Telephone

+44 1382386810

Country

United Kingdom

NUTS code

UKM71 - Angus and Dundee City

Internet address(es)

Main address

<http://www.dundee.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00105

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 and Social Media Agency Services (China)

Reference number

UoD-PF025-TC-2021

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 of Dundee (UoD) have a requirement for an expert in Chinese marketing,

to provide us with a full digital service. China is our most important international market where we have a small team covering student recruitment, marketing and managing our partnerships with Chinese universities.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £382,980 / Highest offer: £530,299 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

II.2.4) Description of the procurement

China is our most important international market where we have a small team covering student recruitment, marketing and managing our partnerships with Chinese universities.

The University of Dundee (UoD) have a requirement for an expert in Chinese marketing, to provide us with a full digital service:

- Specialist knowledge of new and existing Chinese social media platforms.
- Experience of generating excellent return on investment from paid advertising on these platforms.
- Experience of working for international brands, ideally some experience of working for education providers.
- Provide advice on how to align our brand with Chinese social media platforms, adapting to Chinese culture, linguistics and user experiences.

- Provide advice on the right platforms to use for individual campaigns and targets.
- Experts in social media advertising, search engine marketing and programmatic.
- Provide interim campaign reports and recommendations for changes to improve return on investment.
- Provide detailed data reports at the end of individual campaigns and recommendations for future campaigns.
- Provide and apply insights into new platforms and advertising opportunities.
- Be experts at reaching specific target markets through detailed targeting according to age, income, interests etc, targeting prospective students, their parents and industry professionals.
- Be experts at optimizing ad campaigns and driving results.
- Provide advice on content that will resonate with these audiences, whilst also keeping content on brand.
- Generate excellent results, using the right content and budget at the right time.
- Assist us in developing a paid social media strategy and execute the agreed campaigns.

II.2.5) Award criteria

Quality criterion - Name: Digital Marketing Services / Weighting: 25

Quality criterion - Name: Digital Marketing Management and Reporting / Weighting: 35

Price - Weighting: 40

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-019702](#)

Section V. Award of contract

Contract No

UoD-PF025-TC-2021

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 December 2021

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: 5

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

Emerging Communications Limited

2A High Street

Thames Ditton

KT7 0RY.

Telephone

+44 2030110088

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £382,980 / Highest offer: £530,299 taken into consideration

Section VI. Complementary information

VI.3) Additional information

(SC Ref:676474)

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sheriff Court

Sheriff Court House, 6 West Bell Street

Dundee

DD1 9AD

Email

dundee@scotscourts.gov.uk

Telephone

+44 1382229961

Country

United Kingdom