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Tender

## **Marketing Agencies for Brand, Digital & Media Buying**

University of South Wales

F02: Contract notice

Notice identifier: 2023/S 000-000383

Procurement identifier (OCID): ocds-h6vhtk-039587

Published 6 January 2023, 12:31pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of South Wales

Procurement Manager, University of South Wales, Finance Dept, Llantwit Road

Pontypridd

CF37 1DL

#### **Contact**

Tina Struebig

#### **Email**

[tina.struebig@southwales.ac.uk](mailto:tina.struebig@southwales.ac.uk)

#### **Telephone**

+44 1443482386

## **Country**

United Kingdom

## **NUTS code**

UKL1 - West Wales and the Valleys

## **Internet address(es)**

Main address

<https://www.southwales.ac.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0315](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0315)

## **I.3) Communication**

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

<https://www.sell2wales.gov.wales/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.sell2wales.gov.wales/>

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://www.sell2wales.gov.wales/>

## **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**

Marketing Agencies for Brand, Digital & Media Buying

Reference number

1787

#### **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 South Wales (USW) wishes to work in partnership with a marketing agency to:

i. Develop strategy and respond to tactical briefs for the recruitment of undergraduate and postgraduate students

ii. In addition, to positively present the brand and our products across all stakeholder groups ie, prospective students/ enquirers, current students, alumni, businesses, research community etc.

iii. To work cooperatively with any other appointed ATL media and digital agency supporting USW across brand and campaign activity

iv. Develop an ATL media strategy and respond to tactical briefs for the recruitment of domicile undergraduate and postgraduate students

v. Work cooperatively with any other appointed creative and digital agency to ensure all plans developed are done so as part of an integrated plan in conjunction with the digital and

creative agency(ies)

vi. Consider new and creative ways to target our core UG and PG audiences, as well as parents and influencers

### **II.1.5) Estimated total value**

Value excluding VAT: £4,000,000

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Agencies can bid for one, two or all lots. In this situation, the supplier should ensure their submitted costs at ITT stage clearly demonstrate the commercial benefit to USW in awarding multiple lots to one supplier. This you should consider when responding to the ITT should you be successful in being shortlisted at this PQQ stage.

## **II.2) Description**

### **II.2.1) Title**

Brand & Marketing

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKL15 - Central Valleys
- UKL21 - Monmouthshire and Newport
- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Treforest, Pontypridd.

## **II.2.4) Description of the procurement**

The University is seeking to award contracts to commence in July 2023, with an option to extend beyond the initial three year period for a further period of 12 months (3+1) subject to satisfactory contractor performance.

Agencies are able to bid for one, two or all three lots.

The University of South Wales (USW) wishes to work in partnership with a marketing agency to:

- i. Develop strategy and respond to tactical briefs for the recruitment of undergraduate and postgraduate students
- ii. In addition, to positively present the brand and our products across all stakeholder groups ie, prospective students/ enquirers, current students, alumni, businesses, research community etc.
- iii. To work cooperatively with any other appointed ATL media and digital agency supporting USW across brand and campaign activity

Please note, digital activities ie, PPC, website creation, SEO etc has its own separate Lot (Lot Two: Integrated Marketing Campaigns – Digital), and all ATL media buying sits under a third lot (Lot Three: ATL Media Buying Provider). The appointed agency will be required to work in partnership with the Digital and ATL media Agency(ies) to represent the brand as best as possible.

Though USW operates globally, the scope of work will include:

To work as a strategy partner developing, implementing, and evaluating market strategy to deliver on UK student recruitment KPIs.

Increase awareness and consideration of USW in the UK.

Drive domestic enquiries and applications for USW courses.

Improve the quality of our domestic student intake and increase applications and enrolments.

Provide expert advice (based on data) to enhance activities i.e., drive UK enquirers and applicants through the conversion funnel.

Support with positively presenting the USW brand and values across all stakeholder groups ie, Alumni projects, International recruitment.

The contract will be managed by the University's Future Students department, to ensure quality control, brand compliance and monitoring against KPIs.

The HE operating environment is fiercely competitive, therefore working in partnership with the agency, USW will provide insights and data to support strategic planning and evaluation.

Work will typically have two strands, 'central' and 'course marketing' – the 'central' campaign work ie, Open Day advertising, supports 'course marketing' activities, therefore marketing plans and activities should be integrated into one plan and both strands treated equally important by the agency.

All staff recruitment and media, and public relations activities are outside the scope of this tender.

The University's main competitors are Cardiff University, Cardiff Metropolitan, Swansea University, Trinity St David's, University of Gloucestershire and University of West of England, Bath Spa University ("Main Competitors").

Potential bidders that currently, or intend to (for example, under an existing framework), deliver integrated Marketing Campaigns (brand and/or digital and/or media buying) services to one or more of the Main Competitors will need to demonstrate at PQQ Stage 1 how they will effectively manage any conflict of interest. Proposals will be evaluated in accordance with the selection criteria - please note section III.1 (Conditions for Participation) of this OJEU Notice.

This procurement process is being conducted as a Competitive Procedure with Negotiation, which consists of a PQQ Stage 1, ITT Stage 2.

The Competitive procedure with Negotiation allows for the process of negotiation. The negotiation stage will take place after bidders have submitted their ITT returns and they have been evaluated in line with the criteria set out below.

The University of South Wales may award the contract on the basis of the initial tenders without negotiation. This we have indicated, in the contract notice and in the invitation to confirm interest - PQQ, that we reserve the possibility of doing so.

### **II.2.5) Award criteria**

Quality criterion - Name: Creative - Response to brief, creative capabilities across a range of outputs / Weighting: 35

Quality criterion - Name: Partnerships: Internal - Fostering an effective and successful relationship with USW / Weighting: 15

Quality criterion - Name: Systems and Processes - Delivery of the service / Weighting: 13

Quality criterion - Name: Partnerships: External - Forming effective working relationships / partnership with other agencies / Weighting: 8

Quality criterion - Name: Experience and expertise of embedding with stakeholders / Weighting: 5

Quality criterion - Name: Insights - Emerging trends, Generation Z targeting, postgraduate audience data / Weighting: 5

Quality criterion - Name: Quality - Accuracy of work, quality checks / Weighting: 5

Quality criterion - Name: Presentation - Quality of the presentation delivered / Weighting: 5

Quality criterion - Name: Knowledge - How you ensure staff are kept up-to-date with marketing trends / Weighting: 2

Quality criterion - Name: Any additional factors raised by the agency to USW a competitive advantage / Weighting: 2

Price - Weighting: 5

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Possible 12 month extension

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

Envisaged minimum number: 6

Maximum number: 8

### **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) Description**

### **II.2.1) Title**

Digital

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services



### **II.2.3) Place of performance**

NUTS codes

- UKL15 - Central Valleys
- UKL21 - Monmouthshire and Newport
- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Treforest, Pontypridd.

### **II.2.4) Description of the procurement**

The University is seeking to award contracts to commence in July 2023, with an option to extend beyond the initial three year period for a further period of 12 months (3+1) subject to satisfactory contractor performance.

Agencies are able to bid for one, two or all three lots.

The University of South Wales (USW) wishes to work in partnership with a digital marketing agency to:

- i. Develop a digital strategy and respond to tactical briefs for the recruitment of undergraduate and postgraduate students
- ii. In addition, to positively present the brand and our products across all stakeholder groups i.e., prospective students/ enquirers, parents, carers, current students, alumni, businesses, research community etc.
- iii. To work cooperatively with any other appointed non-digital agency supporting the USW across branding and campaign activity.

Please note, branding, strategy and ATL media buying activities have their own Lots (Lot 1: Brand and Marketing Provider and Lot 3: Media Buying Provider) and any digital agency appointed will have to work in partnership to represent the brand as best as possible within a digital space.

The appointed agency will have authority over representation of the brand in a digital space, in conjunction with the Future Students department at the USW.

Note: Web development will be handled internally, so this is not an opportunity for web

build, but influence and assistance where necessary for SEO and CRO.

USW operates globally and the scope of work will include:

To work as a strategy partner developing, implementing, and evaluating market strategy to deliver on student recruitment KPIs.

Increase awareness and consideration of USW.

Drive enquiries and applications for USW courses.

Improve the quality of our student intake and increase applications.

Provide expert advice (based on data) to enhance activities ie, drive enquirers and applicants through the conversion funnel.

Support with positively presenting the USW brand and values across all stakeholder groups ie, Alumni projects, International recruitment.

The contract will be managed by the University's Future Students department, to ensure quality control, brand compliance and monitoring against KPIs.

The HE operating environment is fiercely competitive, therefore working in partnership with the agency, USW will provide insights and data to support campaign planning and monitoring.

Work will typically have two strands, 'central' and 'faculty' – the 'central' campaign work supports the 'faculty' activities, therefore marketing plans and activities should be integrated into one plan and both strands treated equally important by the agency.

All staff recruitment and media, and public relations activities are outside the scope of this ITT.

The University's main competitors are Cardiff University, Cardiff Metropolitan, Swansea University, Trinity St David's, University of Gloucestershire and University of West of England, Bath Spa University ("Main Competitors").

Potential bidders that currently, or intend to (for example, under an existing framework), deliver integrated Marketing Campaigns (brand and/or digital and/or media buying) services to one or more of the Main Competitors will need to demonstrate at PQQ Stage 1 how they will effectively manage any conflict of interest. Proposals will be evaluated in accordance with the selection criteria - please note section III.1 (Conditions for Participation) of this OJEU Notice.

This procurement process is being conducted as a Competitive Procedure with Negotiation, which consists of a PQQ Stage 1, ITT Stage 2.

The Competitive procedure with Negotiation allows for the process of negotiation. The negotiation stage will take place after bidders have submitted their ITT returns and they have been evaluated in line with the criteria set out below.

### **II.2.5) Award criteria**

Quality criterion - Name: Creative - Response to brief, creative capabilities across a range of outputs / Weighting: 35

Quality criterion - Name: Partnerships: Internal - Fostering an effective and successful relationship with USW / Weighting: 15

Quality criterion - Name: Systems and Processes - Delivery of the service / Weighting: 10

Quality criterion - Name: Partnerships: External - Forming effective working relationships / partnership with other agencies ie. Brand agency / Weighting: 8

Quality criterion - Name: Experience and expertise of embedding with stakeholders / Weighting: 8

Quality criterion - Name: Insights - Emerging trends, Generation Z targeting, postgraduate audience data / Weighting: 5

Quality criterion - Name: Quality - Accuracy of work, quality checks / Weighting: 5

Quality criterion - Name: Presentation - Quality of the presentation delivered / Weighting: 5

Quality criterion - Name: Knowledge - How you ensure staff are kept up-to-date with latest technology developments and trends / Weighting: 2

Quality criterion - Name: Any additional factors raised by the agency to USW a competitive advantage / Weighting: 2

Price - Weighting: 5

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Possible 12 month extension

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

Envisaged minimum number: 6

Maximum number: 8

### **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**

The University of South Wales may award the contract on the basis of the initial tenders without negotiation. This we have indicated, in the contract notice and in the invitation to confirm interest - PQQ, that we reserve the possibility of doing so.

## **II.2) Description**

### **II.2.1) Title**

Media Buying

Lot No

3

## **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

## **II.2.3) Place of performance**

NUTS codes

- UKL15 - Central Valleys
- UKL21 - Monmouthshire and Newport
- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Treforest, Pontypridd.

## **II.2.4) Description of the procurement**

Agencies are able to bid for one, two or all three lots.

The University of South Wales (USW) wishes to work in partnership with a marketing agency to:

- i. Develop an ATL media strategy and respond to tactical briefs for the recruitment of domicile undergraduate and postgraduate students
- ii. Work cooperatively with any other appointed creative and digital agency to ensure all plans developed are done so as part of an integrated plan in conjunction with the digital and creative agency(ies)
- iii. Consider new and creative ways to target our core UG and PG audiences, as well as parents and influencers

The appointed agency will have authority over representation of the media buying strategy outside of the digital space, in conjunction with the Future Students department at USW.

Please note, brand and creative activities has its own separate lot (Lot One: Brand) as does all digital activities ie, PPC, website creation, SEO etc. (Lot Two: Digital). The appointed

agency will be required to work in partnership with the Creative and Digital Agency(ies) to represent the brand as best as possible.

Though USW operates globally, the scope of work will include:

To work as a strategy partner developing, implementing, and evaluating market strategy to deliver on UK student recruitment KPIs.

Increase awareness and consideration of USW in the UK.

Drive domestic enquiries and applications for USW courses.

Improve the quality of our domestic student intake and increase applications and enrolments.

Provide expert advice (based on data) to enhance activities i.e., drive UK enquirers and applicants through the conversion funnel.

Support with positively presenting the USW brand and values across all stakeholder groups i.e., Alumni projects, International recruitment.

The contract will be managed by the University's Future Students department, to ensure quality control, brand compliance and monitoring against KPIs.

The HE operating environment is fiercely competitive, therefore working in partnership with the agency, USW will provide insights and data to support strategic planning and evaluation.

Work will typically have two strands, 'central' and 'course marketing' – the 'central' campaign work ie, Open Day advertising, supports 'course marketing' activities, therefore marketing plans and activities should be integrated into one plan and both strands treated equally important by the agency.

All staff recruitment and media, and public relations activities are outside the scope of this tender.

## AGENCY REQUIREMENTS

Support with the creation of UK ATL marketing plans to deliver on set KPIs.

Support with the creation of strategic short and medium-term i.e. 2-3 year cycle marketing plans to deliver on set KPIs.

Marketing insight into the target audiences, media landscape, competitive environment including share of voice and competitor marketing spend.

Plan, buy and implement ATL advertising to deliver on our objectives and maximise return on investment.

Campaign optimisation in conjunction with the digital and creative agency(ies), reporting and evaluation to ensure the University gains the highest return on investment.

The University's main competitors are Cardiff University, Cardiff Metropolitan, Swansea University, Trinity St David's, University of Gloucestershire and University of West of England, Bath Spa University ("Main Competitors").

Potential bidders that currently, or intend to (for example, under an existing framework), deliver integrated Marketing Campaigns (brand and/or digital and/or media buying) services to one or more of the Main Competitors will need to demonstrate at PQQ Stage 1 how they will effectively manage any conflict of interest. Proposals will be evaluated in accordance with the selection criteria - please note section III.1 (Conditions for Participation) of this OJEU Notice

## **II.2.5) Award criteria**

Quality criterion - Name: Creative - Response to brief, creative capabilities across a range of outputs / Weighting: 35

Quality criterion - Name: Partnerships: Internal - Fostering an effective and successful relationship with USW / Weighting: 15

Quality criterion - Name: Systems and Processes - Delivery of the service / Weighting: 13

Quality criterion - Name: Partnerships: External - Forming effective working relationships / partnership with other agencies ie. Digital agency for holistic planning / Weighting: 8

Quality criterion - Name: Experience and expertise of embedding with stakeholders / Weighting: 5

Quality criterion - Name: Insights - Emerging trends, Generation Z targeting, postgraduate audience data / Weighting: 5

Quality criterion - Name: Quality - Accuracy of work, quality checks / Weighting: 5

Quality criterion - Name: Presentation - Quality of the presentation delivered / Weighting: 5

Quality criterion - Name: Knowledge - How you ensure staff are kept up-to-date with marketing trends / Weighting: 2

Quality criterion - Name: Any additional factors raised by the agency to USW a competitive

advantage / Weighting: 2

Price - Weighting: 5

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Possible 12 month extension

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

Envisaged minimum number: 6

Maximum number: 8

### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

The University is seeking agencies for the delivery of Brand, Digital and Media Buying, using the competitive procedure with negotiation and in accordance with the requirements set out in the Public Contracts Regulations 2015. Within this tender, there are three individual lots available for contract with USW. However, USW is also open to receiving 'bundled bids' from potential agencies, where more than one service can be provided by them. Agencies can therefore bid for one, two or all lots.

Interested parties are initially required to complete and submit a Pre-Qualification Questionnaire (PQQ) Document which is supplied as the

first stage of the selection process. The information requested in the PQQ provides information on the technical capability, contractor

suitability and experience and the resource and capacity of agencies interested in bidding.

The University will assess responses to the PQQ received from interested parties in accordance with the pre-disclosed assessment criteria in

the PQQ. The University will then issue an 'Invitation to Tender' to bidders which score the highest on assessment of the PQQ. The

University will take forward to ITT a minimum 6 and maximum 8 highest scoring submissions that meet all requirements. Contract award

will be based on the anticipated award criteria

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

The University is seeking agencies for the delivery of Brand, Digital and Media Buying, using the competitive procedure with negotiation and in accordance with the requirements set out in the Public Contracts Regulations 2015. Within this tender, there are three individual lots available for contract with USW. However, USW is also open to receiving 'bundled bids' from

potential agencies, where more than one service can be provided by them. Agencies can therefore bid for one, two or all lots.

Interested parties are initially required to complete and submit a Pre-Qualification Questionnaire (PQQ) Document which is supplied as the

first stage of the selection process. The information requested in the PQQ provides information on the technical capability, contractor

suitability and experience and the resource and capacity of agencies interested in bidding.

The University will assess responses to the PQQ received from interested parties in accordance with the pre-disclosed assessment criteria in

the PQQ. The University will then issue an 'Invitation to Tender' to bidders which score the highest on assessment of the PQQ. The

University will take forward to ITT a minimum 6 and maximum 8 highest scoring submissions that meet all requirements. Contract award

will be based on the anticipated award criteria

## **III.2) Conditions related to the contract**

### **III.2.2) Contract performance conditions**

Successful agencies will be subject to delivering on agreed KPI's as well as regular contract performance reviews

### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive procedure with negotiation

#### **IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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 2023

Local time

12:00pm

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

22 February 2023

#### **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: 6 (from the date stated for receipt of tender)

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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**

Please note this is a two stage process and those who are successful from the first stage - PQQ will be required in the second stage - ITT to complete a no fee pitch tender response.

You should complete the PQQ and submit by the closing date.

### **Supplier Engagement Meetings**

As part of engaging with prospective agencies, USW is looking to hold Supplier Engagement meetings in order to introduce the University of South Wales to you. Please see separate document detailing the process for booking as well as for questions in advance of the meeting.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the

entire or parts of the tender without such action conferring any right to compensation on the tenderers. The Contracting Authority has no

liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=127872](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=127872).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives.

Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

Under the terms of this contract, the successful supplier(s) will be required to deliver Community Benefits in support of USW's economic and social objectives. Community Benefits in the procurement context are about ensuring that wider social, economic and environmental issues are taken into account when tendering contracts, to maximise the investment as widely as possible.

The University of South Wales is committed to delivering Community Benefits through its sourcing activity. Community Benefits are a Core requirement of the contract and will be evaluated as part of the quality assessment questions provided in the PQQ - weighting 10%. Upon award, the successful Bidder will be expected to work with USW to maximise the Community Benefits delivered through this contract and to support USW in their efforts in this area.

(WA Ref:127872)

## **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