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Tender

Media Buying Services

Prifysgol Bangor / Bangor University

F02: Contract notice

Notice identifier: 2021/S 000-001433

Procurement identifier (OCID): ocds-h6vhtk-028cef

Published 25 January 2021, 11:24am

Section I: Contracting authority

I.1) Name and addresses

Prifysgol Bangor / Bangor University

Finance Office, Cae Derwen, College Road

Bangor

LL57 2DG

Contact

Nicola Day

Email

n.h.day@bangor.ac.uk

Country

United Kingdom

NUTS code

UKL12 - Gwynedd

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0340

I.3) Communication

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

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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/web/login.shtml>

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/web/login.shtml>

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

Media Buying Services

Reference number

BUMEDIA2021

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

Bangor University is currently seeking to appoint an agency or agencies to deliver creative, targeted and impactful advertising campaigns and services to increase awareness of the University and to increase student recruitment.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Campaign design, creative design and production

Lot No

4

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for a highly creative agency who can advise and work with us to develop campaign messaging, adapt it for different channels and then supply it in the appropriate format for the chosen media. This is going to require a range of formats to include: video, sound (including scripts), gifs, print based adverts, online digital adverts, out of home posters (from buses to 48 sheet roadside billboards).

It may also include TV advert production, however, as this is a specialist field, the University will consider agencies who don't offer TV advert production services and these specific services may be excluded from the lot.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of two years initially with the option to extend for a further 12 months, allowing for a maximum contract duration of three years.

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 Media Buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design digital advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of two years initially with the option to extend for a further 12 months, allowing for a maximum contract duration of three years.

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

Out of Home Media Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design out of home advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of two years initially with the option to extend for a further 12 months, allowing for a maximum contract duration of three years.

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

Broadcast Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL12 - Gwynedd

II.2.4) Description of the procurement

Bangor University is looking for an agency who can work with us to design broadcast media advertising campaigns, negotiate competitive packages with the media, book the media and manage the relationship with the media through to the delivery of the advertising. This Lot includes terrestrial TV, digital TV including video on demand and radio

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of two years initially with the option to extend for a further 12 months, allowing for a maximum contract duration of three years.

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 III. Legal, economic, financial and technical information

III.2) Conditions related to the contract

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

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

24 February 2021

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

24 February 2021

Local time

12:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Further notices will be issued either December/January 2023 or 2024

VI.2) Information about electronic workflows

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 Sell2Wales at https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=107124

(WA Ref:107124)

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

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+44 2079477501

Country

United Kingdom