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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](mailto: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](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

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## **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

**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

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## **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

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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

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

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## **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](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

Telephone

+44 2079477501

Country

United Kingdom