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Opportunity

Marketing Services

University of Hull

F02: Contract notice

Notice reference: 2022/S 000-001609

Published: 19 January 2022, 3:02pm

Section I: Contracting authority

I.1) Name and addresses

University of Hull

Hull

Email

m.a.upfield@hull.ac.uk

Country

United Kingdom

NUTS code

UKE11 - Kingston upon Hull, City of

Internet address(es)

Main address

www.hull.ac.uk

I.3) Communication

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

<https://supplierlive.proactisp2p.com/Account/Login?ReturnUrl=%2FDashboard%3Ff%3DTue&s=Unauthorised>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login?ReturnUrl=%2FDashboard%3Ff%3DTue&s=Unauthorised>

I.4) Type of the contracting authority

Other type

HE

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services

Reference number

DN1303

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

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

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

We're looking for a digital supplier that is willing to immerse themselves in all things Hull and essentially operate as an extension to Marketing. We want you to understand what we have to offer, the challenges we face and ultimately help us to change perceptions. We want you to be able to talk about Hull as if it were your own home city, to ensure that our campaign activity delivers on our student recruitment objectives.

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 contact can be extended after the initial term for no longer than 2 subsequent 12 month periods.

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

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

The University of Hull wishes to appoint an experienced Out of Home supplier to manage all outdoor media buying requirements that is willing to immerse themselves in all things Hull and essentially operate as an extension to Marketing. We want you to understand what we have to offer, the challenges we face and ultimately help us to change perceptions. We want you to be able to talk about Hull as if it were your own home city, to ensure that our campaign activity delivers on our student recruitment objectives..

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

2

This contract is subject to renewal

Yes

Description of renewals

The contract can be extended after the initial term for no longer than 2 subsequent 12 month periods.

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

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

We are looking for a creative supplier that is willing to immerse themselves in all things Hull

and essentially operate as an extension to the team. Both, in terms of what we have to offer, but also in understanding our challenges and helping us to change perceptions.

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

2

This contract is subject to renewal

Yes

Description of renewals

The contact can be extended after the initial term for no longer than 2 subsequent 12 month periods.

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 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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

28 February 2022

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

28 February 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Hull

Hull

Country

United Kingdom