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Tender

## **23/038 - Media Buying and Marketing Services**

University of Portsmouth

F02: Contract notice

Notice identifier: 2024/S 000-001650

Procurement identifier (OCID): ocds-h6vhtk-042dfa

Published 17 January 2024, 3:58pm

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

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

University of Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

#### **Email**

[procurement@port.ac.uk](mailto:procurement@port.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ31 - Portsmouth

#### **Internet address(es)**

Main address

<https://in-tendhost.co.uk/port/asp/Home>

### **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://in-tendhost.co.uk/port/asp/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

### **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**

23/038 - Media Buying and Marketing Services

Reference number

23/TB/038

#### **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 Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 18th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. Full details of the requirements are in the tender pack.

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

Value excluding VAT: £2,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKJ31 - Portsmouth

Main site or place of performance

University of Portsmouth

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

The University of Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 29th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. The University of Portsmouth Marketing, Advancement and Communications Department (MAC) consists of approximately 100 team members over 5 teams: Campaigns and Marketing (CAM), Brand and Corporate Communications (BACC), Alumni and Advancement (AAA), Media and Communications (Media), Web and Digital (W&D) and Recruitment and Outreach (RAO). The department serves 2,000 staff across five faculties and multiple professional services. The Department drives all recruitment activity, brand management and media relations. Over the last few years the

University has increased its campaign activity significantly, to support the drive to recruit students - undergraduate (UG) and postgraduate (PG) in a challenging and competitive environment. Our campaign activity includes an always on approach, with a series of call to actions across the 18 month recruitment cycle for undergraduates and 12 month cycle for postgraduates. We also run peaks in brand awareness activity to compliment the recruitment campaign. The CAM and BACC teams provide an in-house account management service for the wider University and act as the main point of contact with the media agency. The agency will be required to have direct meetings, planning and training sessions with wider members of the Department, but this will be facilitated and coordinated by the team. Full details of the requirements are under the Specification section of this ITT.

#### **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

An initial contract term of 2 years with additional 2 years subject to agreement, up to a total contract term of 4 years in total.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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**

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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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: No

### **IV.2) Administrative information**

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

Date

19 February 2024

Local time

2:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

19 February 2024

Local time

2:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

[procurement@port.ac.uk](mailto:procurement@port.ac.uk)

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