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Contract

## **The Provision of Media Buying Services**

University of Strathclyde

F03: Contract award notice

Notice identifier: 2023/S 000-001711

Procurement identifier (OCID): ocds-h6vhtk-0398ef

Published 19 January 2023, 2:49pm

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

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

University of Strathclyde

40 George Street, Procurement Department

Glasgow

G1 1QE

#### **Contact**

Amy Irvine

#### **Email**

[amy.irvine@strath.ac.uk](mailto:amy.irvine@strath.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00113](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00113)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

The Provision of Media Buying Services

Reference number

UOS - 24148 - 2022

#### **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 Strathclyde requires a media agency to provide strategic media consultancy, design media buying plans and schedules for the faculties and to bring marketing activity in line with each faculties strategic intents.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,480,000

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

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

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

NUTS codes

- UKM82 - Glasgow City

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

The University of Strathclyde requires a Media Buying Agency to provide strategic media consultancy, design media buying plans and schedules for the faculties and to bring marketing activity in line with each faculty's strategic intents.

The appointed media buying partner will be required to deliver targeted, effective and customer-responsive media campaigns. Campaigns which are scheduled to generate high quality leads that the universities marketing and communications teams can convert into applicants. Campaigns are required to have a global reach and target a multifaceted, international student demographic targeted to areas which include but are not limited to China, Thailand, USA, Germany.

The services required included but are not limited to strategic media advice on sector insights, media scheduling (including placement, negotiating rates and coordination with the central and other faculty teams) advising on partnerships/sponsorship opportunities, evaluation of number of leads generated, best copy, regular adjustments to the advertising to gain the best yield, press campaigns, press supplements, search engine advice, online recruitment profiles, Associated advertising options for social media, paid for sponsored advert, boosts, lead generation.

The contracted supplier must have digital marketing expertise and services across channels that cannot currently be managed in-house.

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

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Commercial / Weighting: 20

### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 022-191135](#)

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## **Section V. Award of contract**

### **Contract No**

UOS-24148-2022

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

10 January 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Penna Plc

Millennium Bridge House, 2 Lambeth Hill

London

EC4V 4BG

Telephone

+44 7702859428

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,480,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:719126)

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

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

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G59TW

Country

United Kingdom