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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

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

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

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

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](#)

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

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