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Tender

PURCON 969 Outreach Marketing Partner

University of East Anglia

F02: Contract notice

Notice identifier: 2022/S 000-001916

Procurement identifier (OCID): ocds-h6vhtk-030e15

Published 21 January 2022, 4:47pm

Section I: Contracting authority

I.1) Name and addresses

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

Contact

Sian Townshend

Email

s.townshend@uea.ac.uk

Country

United Kingdom

NUTS code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

<https://www.uea.ac.uk/>

I.3) Communication

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

<https://in-tendhost.co.uk/universityofeastanglia.aspx/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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PURCON 969 Outreach Marketing Partner

Reference number

PURCON 969

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

II.1.5) Estimated total value

Value excluding VAT: £458,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH15 - Norwich and East Norfolk

Main site or place of performance

University of East Anglia

II.2.4) Description of the procurement

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £458,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

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

Restricted 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

24 February 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

Country

United Kingdom