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Contract

## **Media Services/CPN/PRO/2022**

The Open University

F03: Contract award notice

Notice identifier: 2023/S 000-002413

Procurement identifier (OCID): ocds-h6vhtk-032ce9

Published 26 January 2023, 12:33pm

## **Section I: Contracting authority**

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

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

#### **Email**

[finance-tenders@open.ac.uk](mailto:finance-tenders@open.ac.uk)

#### **Telephone**

+44 1908274066

#### **Country**

United Kingdom

**NUTS code**

UKJ12 - Milton Keynes

**Internet address(es)**

Main address

<https://in-tendhost.co.uk/openuniversity>

Buyer's address

<https://in-tendhost.co.uk/openuniversity>

**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**

Media Services/CPN/PRO/2022

Reference number

OUPA10798

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Open University (The OU) has tendered for the provision of media services, to include media strategy, domestic and international media planning and buying, econometric modelling, campaign optimisation, media partnerships and other media deliverables.

#### **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: £70,000,000

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKJ12 - Milton Keynes

Main site or place of performance

Milton Keynes

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

This procurement included the following services:- • Media strategy, planning and buying – all online and offline channels • Econometrics modelling • Campaign optimisation • Media partnerships • Other media deliverables for any OU brand/product as may be required • UK and International markets Audiences may include, but not be limited to: B2C, B2B, & Trade as well other stakeholder groups including consumers, government, employers, donors and community (staff, students and alumni) Any additional purchases related to these services may be made with the successful supplier to support continuity of service, any options will be set out in the tender documents.

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

Quality criterion - Name: As set out in the Invitation to Tender / Weighting: 70

Cost criterion - Name: As set out in the Invitation to Tender / Weighting: 30

#### **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**

Competitive procedure with negotiation

#### **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 000-009804](#)

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

### **Contract No**

OUPA10798

### **Title**

Procurement for the Provision of Media Services

A contract/lot is awarded: Yes

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

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

26 January 2023

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

Number of tenders received: 4

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

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

OMD Group Limited

Bankside 3, 90-100 Southwark Street

London

SE1 0SW

Country

United Kingdom

NUTS code

- UKI - London

National registration number

02078820

Internet address

<https://omduk.com/>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £70,000,000

Total value of the contract/lot: £70,000,000

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## **Section VI. Complementary information**

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

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

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom