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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

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

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

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](#)

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

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