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Tender

## **ITT300 Appointment of Creative Agency**

University of Northampton

F02: Contract notice

Notice identifier: 2023/S 000-002850

Procurement identifier (OCID): ocds-h6vhtk-03a145

Published 30 January 2023, 6:03pm

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

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

University of Northampton

University Drive

Northampton

NN1 5PH

#### **Email**

[procurement@northampton.ac.uk](mailto:procurement@northampton.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKF24 - West Northamptonshire

#### **Internet address(es)**

Main address

[www.northampton.ac.uk](http://www.northampton.ac.uk)

Buyer's address

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

### **I.3) Communication**

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

### **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**

ITT300 Appointment of Creative Agency

Reference number

ITT300

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

- 79930000 - Specialty design services

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

Services

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

The University is looking to contract a Creative Agency to create a 49-month unique creative strategy and campaign, not derivative of UK HE advertising campaigns. The opportunity will run across three and a half recruitment cycles 2024 (mid cycle campaign) 2025, 2026 and 2027. The core objective is to promote and raise awareness, increasing year on year applications to the across multiple touchpoints which will include creative advertising assets across various channels, a video content strategy, prospectus, and assets throughout the recruitment cycle to include print, media and event materials. The core objective of the produced materials will be to drive visitors to the University website. Contract value is estimated at £300,000. The contract shall be for a period of 49 months (7/2023 - 8/2027) with the possibility entirely at the University's discretion for up to an 18 month extension at a value of £100,000.

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKF24 - West Northamptonshire

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

The University of Northampton is looking to contract a Creative Agency to create a 49-month creative strategy and campaign. We are seeking a campaign that is unique to UON and is not derivative of UK HE advertising campaigns. The contract opportunity will run across three and a half recruitment cycles 2024 (mid cycle campaign) 2025, 2026 and 2027. The core objective is to drive visitors to the University website to register to visit for a campus open day, where they can find out more about courses, the university campus, the town of Northampton and the benefits and opportunities of studying with us. The core resulting objective is to increase brand awareness and increase year-on-year applications and recruitment of students across Undergraduate and Postgraduate courses. The campaign will primarily be aimed at Home Students (those located within the United Kingdom), however some elements may be picked up and developed further by our International Team. Should this incur any work for the successful agency this will fall outside this contract's value. Until August 2022 we worked on a campaign that has been very different to the traditional, HE approaches focussing on what the youth market engages with rather than what traditionally the sector believes they will engage with. The UON Marketing Team are seeking a creative agency who can develop an overarching strategy across all touchpoints that creatively evolves during the contract period to develop the campaign and take it to the next level. We are looking for a brand campaign that will resonate with a predominantly youth audience but can also be tailored to target other key audiences such as those looking to study a Postgraduate qualification, returners to education and parents and influencers. We feel that we are in a strong position from a brand awareness perspective and want our future strategy to build upon this success. The campaign strategy should encompass all campaign touchpoints and demonstrate messaging and visual development throughout the cycle across the duration of the campaign period. For the strategy we would expect the agency to use University supplied data, alongside sector and audience insights to develop the campaign, this should be a continuous process as insights and data may change throughout the contract period. We would expect the agency to have a clear understanding of the target audiences and application touchpoints which need to be reflected in all messaging and imagery used. The strategy and campaign messaging will need to work across multiple channels which will include advertising assets, a video content strategy to include deliverables ,on campus open day visuals, Exhibition materials, Prospectus and other communications such as direct mail and event handouts. For our advertising this will include display and social channel assets, a commercial/ video content which will be used across including VOD, YouTube and audio content which can be across radio and audio platforms. All content produced will need to be targeted to the audience which will include undergraduate and postgraduate targeting. The contracted creative agency should offer strong account management skills and work closely with the UON Marketing Team. This

should include clear communication and the ability to manage multiple projects whilst working to a supplied media schedule to ensure all deadlines are met whilst ensuring that budget allocation and spend is monitored. Contract value £300,000. The contract shall be for a period of 49 months (July 2023 – August 2027) with the possibility entirely at the University's discretion for up to an 18 month extension at a value of £100,000.

#### **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: £300,000

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

Duration in months

49

This contract is subject to renewal

Yes

Description of renewals

Possibility entirely at the University's discretion for up to an 18 month extension.

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

Envisaged minimum number: 5

Maximum number: 6

#### **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

#### **II.2.14) Additional information**

Tender is published on <https://in-tendhost.co.uk/universityofnorthampton/>. Please register your organisation, once registration is accepted you can access the tender documents. Contract value in II.1.5 and II.2.6 is an estimate of £300000 for the initial contract length. The University envisages entering a 49 month contract with the option to extend the contract up to a further 18 months.

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## **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: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

1 March 2023

Local time

11:00am

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

21 March 2023

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

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

The University reserves the right to cancel or amend this procurement at any stage and to not award the contract in whole or in part, and does not bind itself to accept any tender. The University shall not be liable for any costs or expenses (of any nature) incurred by any prospective service provider (or any of its consortium members or sub-contractors) in responding to this notice or in participating in this procurement process, including (without limitation) if the University cancels or amends this procurement process or makes no contract award. The estimated contract value is 300000 GBP for the initial term and would be an estimated 400000 GBP if the contract was extended by an additional 18 months.

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

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

High Court

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The Procurement process will incorporate a standstill period at the point that notification of the proposed award of the contract is communicated to tenderers. That notification will provide information on the award decision as is required by the Public Contracts Regulations 2015.

