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Contract

QUB/2292/22 Contract for a Marketing Campaigns Partner for Domestic Markets (UK and Ireland)

Queen's University Belfast

F03: Contract award notice

Notice identifier: 2023/S 000-002897

Procurement identifier (OCID): ocids-h6vhtk-035b84

Published 31 January 2023, 11:17am

Section I: Contracting authority

I.1) Name and addresses

Queen's University Belfast

Procurement Office, University Belfast

Belfast

BT7 1NN

Email

c.williamson@qub.ac.uk

Telephone

+44 2890973026

Country

United Kingdom

NUTS code

UKN0 - Northern Ireland

Internet address(es)

Main address

www.qub.ac.uk

Buyer's address

www.qub.ac.uk/po

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

QUB/2292/22 Contract for a Marketing Campaigns Partner for Domestic Markets (UK and Ireland)

Reference number

QUB/2292/22

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University has a requirement for a marketing partner to support Strategic Marketing

and Communications achieve the goals and recruitment objectives set out in Strategy 2030. This requirement has been split into two Lots. Economic Operators can submit a tender response for either Lot 1 or Lot 2 or both Lots.

Lot 1 The agency will be responsible for:

- Development and implementation of multi-channel digital marketing campaigns in domestic markets (UK and ROI)
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house marketing and recruitment teams to inform planning, delivery and to optimise marketing performance.

Lot 2 The agency will be responsible for:

- Planning and buying of out of home and audio campaigns in domestic markets (UK and Ireland). This will include researching the opportunities, identifying target audience media consumption habits, assessing environmental factors that could impact on campaign delivery and media buying

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,394,000

II.2) Description

II.2.1) Title

Lot 1 - Contract for a Digital Marketing Campaigns Partner in domestic markets (UK and Ireland)

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

The University has a requirement for a marketing partner to support Strategic Marketing and Communications achieve the goals and recruitment objectives set out in Strategy 2030. This requirement has been split into two Lots. Economic Operators can submit a

tender response for either Lot 1 or Lot 2 or both Lots. Lot 1 The agency will be responsible for:

- Development and implementation of multi-channel digital marketing campaigns in domestic markets (UK and ROI)
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house marketing and recruitment teams to inform planning, delivery and to optimise marketing performance.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The Contract will initially be for a period of 12 months, subject to satisfactory annual review, with the option to extend the contract by up to a further 48 months.

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) Description

II.2.1) Title

Lot 2 - Contract for an out of home and audio media planning and buying partner in domestic markets

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

The University has a requirement for a marketing partner to support Strategic Marketing and Communications achieve the goals and recruitment objectives set out in Strategy 2030. This requirement has been split into two Lots. Economic Operators can submit a tender response for either Lot 1 or Lot 2 or both Lots. Lot 2 The agency will be responsible for:

- Planning and buying of out of home and audio campaigns in domestic markets (UK and Ireland). This will include researching the opportunities, identifying target audience media consumption habits, assessing environmental factors that could impact on campaign delivery and media buying.
- Robust reporting and advice on out of home and audio opportunities for the University to inform future planning and buying.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The Contract will initially be for a period of 12 months, subject to satisfactory annual review, with the option to extend the contract by up to a further 48 months.

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 000-022345](#)

Section V. Award of contract

Contract No

QUB/2292/22

Lot No

1

Title

Contract for a Digital Marketing Campaigns Partner in domestic markets (UK & Ireland)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 January 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 5

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

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

Net Natives Ltd

Lees House, 21-33 Dyke Road

Brighton

BN1 3FE

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)

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £750,000

Section V. Award of contract

Contract No

QUB/2292/22

Lot No

2

Title

Contract for an Out of Home and Audio Media Planning and Buying Partner in Domestic Markets (UK & Ireland)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 January 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 6

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

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Krow Ireland Ltd

34 Hill Street

Belfast

BT1 2LA

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)

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £644,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Queen's University Belfast

University Road

Country

United Kingdom