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Tender

## **0956 Media Buying Services**

University of Bradford

F02: Contract notice

Notice identifier: 2024/S 000-003465

Procurement identifier (OCID): ocds-h6vhtk-04369b

Published 2 February 2024, 10:05am

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

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

University of Bradford

Richmond Building, Richmond Road

Bradford

BD1 7DP

#### **Contact**

Philip Smith

#### **Email**

[p.c.d.smith@bradford.ac.uk](mailto:p.c.d.smith@bradford.ac.uk)

#### **Telephone**

+44 1274236884

#### **Country**

United Kingdom

**Region code**

UKE41 - Bradford

**Internet address(es)**

Main address

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

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Bradford:-Advertising-and-marketing-services./J69U3BK6R5>

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

0956 Media Buying Services

Reference number

0956-CAS-T24

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

- 79340000 - Advertising and marketing services

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

Services

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

Advertising and Marketing Services, comprising the following: The University of Bradford wishes to appoint a single media buying specialist to purchase all media to be delivered to prospective undergraduate and postgraduate students to support student recruitment objectives. Activity will cover a broad mix of digital advertising with some offline services required at various points throughout the cycle.

The contract value covers media buying only, creation of assets to fill advertising space will be the responsibility of the University.

The University has existing frameworks in place for campaign development and asset creation.

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

Value excluding VAT: £3,900,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKE41 - Bradford

Main site or place of performance

Bradford

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

Advertising and Marketing Services, comprising the following: The University of Bradford wishes to appoint a single media buying specialist to purchase all media to be delivered to prospective undergraduate and postgraduate students to support student recruitment objectives. Activity will cover a broad mix of digital advertising with some offline services required at various points throughout the cycle.

The contract value covers media buying only, creation of assets to fill advertising space will be the responsibility of the University.

The University has existing frameworks in place for campaign development and asset creation.

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

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

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

Duration in months

60

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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**

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/J69U3BK6R5>

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

Date

7 March 2024

Local time

11:00am

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

8 March 2024

Local time

11:00am

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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 ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-Bradford:-Advertising-and-marketing-services./J69U3BK6R5>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/J69U3BK6R5>

GO Reference: GO-202421-PRO-25099820

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

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

University of Bradford

Richmond Building

Bradford

BD1 7DP

Telephone

+44 1274233063

Country

United Kingdom

