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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

Telephone

+44 1274236884

Country

United Kingdom

Region code

UKE41 - Bradford

Internet address(es)

Main address

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

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-esourcing.com/respond/J69U3BK6R5>

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

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>

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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