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Tender

## **US\_22055 - Media Advertising**

University of Sussex

F02: Contract notice

Notice identifier: 2023/S 000-003574

Procurement identifier (OCID): ocids-h6vhtk-03a329

Published 6 February 2023, 1:42pm

The closing date and time has been changed to:

**12 April 2023, 12:00pm**

See the [change notice](#).

## **Section I: Contracting authority**

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

University of Sussex

Sussex House

Falmer, Brighton

BN1 9RH

### **Contact**

Kelly Feldman

### **Email**

[k.feldman@sussex.ac.uk](mailto:k.feldman@sussex.ac.uk)

**Country**

United Kingdom

**Region code**

UKJ2 - Surrey, East and West Sussex

**National registration number**

RC000672

**Internet address(es)**

Main address

<https://www.sussex.ac.uk/>

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

**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://supplierlive.proactisp2p.com/Account/Login>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login>

**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**

US\_22055 - Media Advertising

Reference number

DN1454

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

- 79340000 - Advertising and marketing services

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

Services

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

The contract(s) under tender will cover all types of online and offline advertising services for student recruitment marketing, including, but not limited to, planning and strategy input, platform/channel expertise and advice, making recommendations to meet objectives, buying media space, campaign management, optimisation, tracking, reporting and evaluation.

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

Value excluding VAT: £3,750,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1 – Online advertising (Digital)

Lot 2 – Offline advertising (Out of Home)

## **II.2) Description**

### **II.2.1) Title**

Lot 1 – Online advertising (Digital)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKJ2 - Surrey, East and West Sussex

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

We are seeking a supplier that can support our recruitment objectives from campaign planning through to delivery. This will be achieved through a detailed knowledge of our target audiences

combined with a deep knowledge of paid for social and search platforms. Activities

may range from overarching University level awareness raising and promotion, to

subject area specific activities as well as individual courses.

We work with a roster of design agencies to deliver the creative for many of our campaigns however, creative expertise and support, whether developing initial concepts or adapting existing creative for specific channels is something that we expect the successful bidder to be able to fulfil.

### **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

Yes

Description of renewals

Two optional extensions of 12 months

### **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) Description**

### **II.2.1) Title**

Lot 2 – Offline advertising (Out of Home)

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKJ2 - Surrey, East and West Sussex

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

We will work with an agency to develop and deliver tightly targeted offline/out-of-home awareness and student recruitment campaigns. Activity is usually planned to coincide with key dates in the recruitment calendar.

- in advance of recruitment events,
- in the run-up to application deadlines
- and for UG students, in advance of Clearing.
- When budgets allow, we also run awareness boosting activity when students are in the research and consideration periods of their university application journey.

The main focus of this activity for prospective students will be to raise awareness of the university, prompt visits to our website and to drive appropriate visitors to the open day booking pages on our website.

We require an agency to work with us to maximise the value of our budgets and help us plan our activity to reach our priority audiences as efficiently as possible.

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

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

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This contract is subject to renewal

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### **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

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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**

Originally published as:

Date

8 March 2023

Local time

12:00pm

Changed to:

Date

12 April 2023

Local time

12:00pm

See the [change notice](#).

#### **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: Yes

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

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

University of Sussex

Sussex House

Falmer, Brighton

BN1 9RH

Email

[k.feldman@sussex.ac.uk](mailto:k.feldman@sussex.ac.uk)

Country

United Kingdom

Internet address

<https://www.sussex.ac.uk/>