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Tender

## **QUB/2670/25 Contract for Advertising and Communication Campaigns (Rest of World Market)**

Queen's University Belfast

F02: Contract notice

Notice identifier: 2025/S 000-003842

Procurement identifier (OCID): ocds-h6vhtk-04dbed

Published 5 February 2025, 3:16pm

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

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

Queen's University Belfast

University Road

Belfast

BT7 1NN

#### **Email**

[f.toh@qub.ac.uk](mailto:f.toh@qub.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN - Northern Ireland

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

Main address

<https://in-tendhost.co.uk/queensuniversitybelfast/aspx/Home>

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

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

<https://in-tendhost.co.uk/queensuniversitybelfast/aspx/Home>

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**

QUB/2670/25 Contract for Advertising and Communication Campaigns (Rest of World Market)

Reference number

QUB/2670/25

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

- 79341400 - Advertising campaign services

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

Services

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

The University has a requirement for a marketing partner to support the Global Marketing and Reputation teams 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 – Appointment of an International Digital Marketing Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).

Lot 2 – Appointment of an International Out of Home Media Buying Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

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

Appointment of an International Digital Marketing Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA)

Lot No

1

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

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

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

NUTS codes

- UKN0 - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

Lot 1 The agency will be responsible for:

- Development and implementation of multi-channel digital marketing campaigns in international markets (North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the UK and Ireland).
- 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**

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30%

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

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

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for 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**

Appointment of an International Out of Home Media Buying Partner for North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan A

Lot No

2

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

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

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

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

The agency will be responsible for:

- Planning and buying of out of home campaigns in

international markets North America, Latin America (LATAM), Middle East and North Africa (MENA), South Asia, South East Asia (SEA), Sub-Saharan Africa (SSA) and Rest of World (excluding the 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 opportunities for the University to inform future planning and buying.

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

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30%

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

Duration in months

12

This contract is subject to renewal

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Description of renewals

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

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Options: Yes

Description of options

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#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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 2025

Local time

4:00pm

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

English

#### IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 9 June 2025

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

Date

7 March 2025

Local time

4:00pm

Place

Belfast, Northern Ireland

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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

Queen's University Belfast

Belfast

BT7 1NN

Email

[f.toh@qub.ac.uk](mailto:f.toh@qub.ac.uk)

Country

United Kingdom

#### VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

This authority will incorporate a standstill period at the point information on the award of the contract is communicated to Tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into. The Public Contract Regulations 2015 (SI 2015/102) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).