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Contract

Ravensbourne University London Media buying advertising

Ravensbourne University London

F03: Contract award notice

Notice identifier: 2024/S 000-004023

Procurement identifier (OCID): ocds-h6vhtk-03e0df

Published 7 February 2024, 11:34am

Section I: Contracting authority

I.1) Name and addresses

Ravensbourne University London

Penrose Way

London

SE10 OEW

Contact

Margaret Newson

Email

procurement@rave.ac.uk

Country

United Kingdom

Region code

UKI - London

National registration number

Ravensbourne University London

Internet address(es)

Main address

www.rave.ac.uk

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/81165>

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

Ravensbourne University London Media buying advertising

Reference number

EP194

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ravensbourne is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising across brand, recruitment, and bespoke campaigns to help meet strategic recruitment objectives beginning with student recruitment for January 2024 intake onwards.

The University requires integrated brand awareness and direct response campaigns to ensure the Ravensbourne brand is front of mind for more potential students than ever before, across all levels of study.

The successful company is expected to provide researched and strategic campaigns across platforms, which may include traditional media including third party profiles and inventory, national out of home, as well as biddable media including Pay Per Click, display and social media advertising.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £900,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Ravensbourne University London

II.2.4) Description of the procurement

Ravensbourne is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising across brand, recruitment, and bespoke campaigns to help meet strategic recruitment objectives.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-019861](#)

Section V. Award of contract

Contract No

1

Title

Ravensbourne University Media buying advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 January 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Hunterlodge Group Ltd

171 High Street, Rickmansworth

Hertfordshire

WD3 1AY

Email

nick.friend@hunterlodge.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

918 3999 68

Internet address

www.hunterlodge.co.uk

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £900,000

Total value of the contract/lot: £900,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Ravensbourne

Penrose Way

London

SE10 OEW

Email

procurement@rave.ac.uk

Country

United Kingdom

Internet address

www.rave.ac.uk