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Tender

Digital Advertising Framework

Cardiff University

F02: Contract notice

Notice identifier: 2025/S 000-004096

Procurement identifier (OCID): ocds-h6vhtk-04dc94

Published 7 February 2025, 9:45am

Section I: Contracting authority

I.1) Name and addresses

Cardiff University

Procurement Services, The Spark Building, 3rd Floor, Maindy Road

Cardiff

CF24 4HQ

Email

procurement@cardiff.ac.uk

Telephone

+44 2920879648

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0258

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://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

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

Digital Advertising Framework

Reference number

CU.1823.GD

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Cardiff University wishes to establish a single source framework to provide digital advertising and media buying services. The successful supplier will work with the University on a range of digital, PPC and social advertising projects. They must be able to illustrate how they would deliver a full suite of services including campaign management and strategy, creative design, and media buying.

II.1.5) Estimated total value

Value excluding VAT: £1,200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

Cardiff University wishes to establish a single source framework to provide digital advertising and media buying services. The successful supplier will work with the University on a range of digital, PPC and social advertising projects. They must be able to illustrate how they would deliver a full suite of services including campaign management and strategy, creative design, and media buying.

II.2.5) Award criteria

Quality criterion - Name: Written Response / Weighting: 45

Quality criterion - Name: Presentation / Weighting: 25

Quality criterion - Name: Responsible Procurement / Weighting: 10

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension periods

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

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

12 March 2025

Local time

12:00pm

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

English, Welsh

IV.2.7) Conditions for opening of tenders

Date

12 March 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=147999.

(WA Ref:147999)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom