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Tender

Marketing and Brand Strategy Agency and Media Buying Agency

Solent University

F02: Contract notice

Notice identifier: 2021/S 000-005373

Procurement identifier (OCID): ocds-h6vhtk-029c6e

Published 17 March 2021, 9:08am

Section I: Contracting authority

I.1) Name and addresses

Solent University

East Park Terrace

SOUTHAMPTON

SO140YN

Email

finance.procurement@solent.ac.uk

Telephone

+44 2382013402

Country

United Kingdom

NUTS code

UKJ3 - Hampshire and Isle of Wight

Internet address(es)

Main address

<https://in-tendhost.co.uk/solent>

Buyer's address

www.solent.ac.uk

I.3) Communication

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

<https://in-tendhost.co.uk/solent>

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/solent>

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

Marketing and Brand Strategy Agency and Media Buying Agency

Reference number

20/ER/01

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University has a contract opportunity for the provision of a full mix Marketing & Brand Strategy Agency (Lot 1) and a Media Buying Agency (Lot 2).

The marketing & brand strategy agency (Lot 1) will work closely with and act as an extension of the in-house team. They will gain a deep understanding of the University's challenges, strengths and portfolio and work alongside the in-house team to devise and plan a strategy that supports the University's overall strategic growth objectives. The focus of activity will be on the recruitment of students of all types, with a further remit around brand and content strategy.

The University is also looking to appoint a media buyer (Lot 2) to work alongside the marketing & brand strategy agency and in-house teams in the management of advertising activities on and offline - including some production, general media buying, planning and day-to-day management and optimisation of campaigns. The agency will plan, implement and manage B2C as well as some B2B campaigns based on client briefs and provide relevant and useful management information within agreed timelines. The agency will work closely with the in-house team to identify the best way to set-up and integrate campaigns for end-to-end tracking and provide advice on long term development of our advertising requirements.

II.1.5) Estimated total value

Value excluding VAT: £8,250,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Marketing & Brand Strategy Agency (Lot 1)

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

II.2.4) Description of the procurement

The marketing & brand strategy agency (Lot 1) will work closely with and act as an extension of the in-house team. They will gain a deep understanding of the University's challenges, strengths and portfolio and work alongside the in-house team to devise and plan a strategy that supports the University's overall strategic growth objectives. The focus of activity will be on the recruitment of students of all types, with a further remit around brand and content strategy.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £750,000

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

It is anticipated at the end of the contract period including any extensions, that the University will advertise for these services again.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 1

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

There are scored questions in the Selection Questionnaire that related to this specific contract. These scores will be used to determine up to a maximum of the top 5 highest scores to take through to the ITT stage.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

Value is an estimate based on anticipated budget for the contract term, it is not guaranteed. The contract period is for an initial term of 24 months with the option to extend for 3 x 12 month periods.

II.2) Description

II.2.1) Title

Media Buying Agency (Lot 2)

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

The University is looking to appoint a media buyer (Lot 2) to work alongside the marketing & brand strategy agency and in-house teams in the management of advertising activities on and offline - including some production, general media buying, planning and day-to-day management and optimisation of campaigns. The agency will plan, implement and manage B2C as well as some B2B campaigns based on client briefs and provide relevant and useful management information within agreed timelines. The agency will work closely with the in-house team to identify the best way to set-up and integrate campaigns for end-to-end tracking and provide advice on long term development of our advertising requirements.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £7,500,000

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

It is anticipated at the end of the contract period including any extensions, that the University will need to advertise for these services again.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 1

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

There are scored questions in the Selection Questionnaire that related to this specific contract. These scores will be used to determine up to a maximum of the top 5 highest scores to take through to the ITT stage.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

Value of this contract is an estimate only based on historical spend and is not guaranteed. Contract period is an initial term of 24 months with options to extend for up to 3 x 12 month periods

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

Restricted 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.2.2) Time limit for receipt of tenders or requests to participate

Date

14 April 2021

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

30 April 2021

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

Duration in months: 4 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: March 2026 if all 3 optional extension are taken

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 University is unable to process paper invoices and will only accept invoices that can be sent via email, ideally in pdf format.

VI.4) Procedures for review

VI.4.1) Review body

Solent University

Southampton

Country

United Kingdom