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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): ocids-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](mailto: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](http://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

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## **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

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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**

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)

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## **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