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Contract

Media Buying Agency

Edinburgh Napier University

F03: Contract award notice

Notice identifier: 2024/S 000-005457

Procurement identifier (OCID): ocds-h6vhtk-041d6b

Published 20 February 2024, 8:42am

Section I: Contracting authority

I.1) Name and addresses

Edinburgh Napier University

Sighthill Campus

EDINBURGH

EH11 4BN

Contact

Tony Newjem

Email

T.Newjem@napier.ac.uk

Telephone

+44 1314555326

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

National registration number

SC018373

Internet address(es)

Main address

www.napier.ac.uk

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00340

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

Media Buying Agency

Reference number

MER-ENU-2324-PRF507

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Edinburgh Napier University (ENU) is looking to appoint an experienced and sector-leading Media Strategy and Buying Agency to manage and support the advertising and targeting requirements for our wide and varied marketing activities.

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: £3,314,200

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Edinburgh Napier University campuses at Sighthill (postcode EH11 4BN); Merchiston (EH10 5DT); and Craiglockhart (EH14 1DJ).

II.2.4) Description of the procurement

The University is looking to develop a long-term partnership with an agency to help support the following initiatives:

1. Manage and support advertising efforts for all brand and student recruitment campaigns throughout the year, including tentpole campaigns, and always-on activities such as paid search.
2. Manage and support additional campaigns as needed, to aid with recruitment and CPD objectives.
3. Provide specialist expertise on a range of digital channels and best practice, for example how to navigate advertising with the waning prevalence of cookies.

II.2.5) Award criteria

Quality criterion - Name: (Technical) Relevant Experience / Weighting: 10%

Quality criterion - Name: (Technical) Skill Set / Weighting: 10%

Quality criterion - Name: (Strategy) Methodology / Weighting: 10%

Quality criterion - Name: (Strategy) Ability to Achieve Objectives / Weighting: 10%

Quality criterion - Name: (Strategy) Creativity and Innovation / Weighting: 10%

Quality criterion - Name: (Audience) Audience Focus / Weighting: 10%

Quality criterion - Name: (Implementation) Channel Outline / Weighting: 10%

Quality criterion - Name: (Pitch) Team Chemistry / Weighting: 20%

Quality criterion - Name: (Evaluation) Reporting and Measurement / Weighting: 7%

Price - Weighting: 3%

II.2.11) Information about options

Options: Yes

Description of options

The Contract will commence on the 4th of March 2024 for a period of 3 years and expire on the 3rd of March 2027. As provided for in the Invitation to Tender, Edinburgh Napier University reserves the right to extend the Contract for a further 2 years in 1-year increments subject to satisfactory performance and continued University requirements. These shall be activated at the University's sole discretion.

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.2.14) Additional information

Contract value reflects the successful bidder's fees plus the paid-for media.

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-035099](#)

Section V. Award of contract

Contract No

MER-ENU-2324-PRF507

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 January 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

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

Hybrid Media

46-48 Queen Charlotte Street, 46-48 Queen Charlotte Street

Bristol

BS14HX

Email

bids@hybrid.co

Telephone

+44 1172443750

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,314,200

Section VI. Complementary information

VI.3) Additional information

Contract price includes agency fees and pass-through costs of paid media.

(SC Ref:756009)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Email

edinburgh@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>

VI.4.2) Body responsible for mediation procedures

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Email

edinburgh@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>