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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](mailto: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](http://www.napier.ac.uk)

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00340](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.

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## **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](#)

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## **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](mailto: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

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## **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](mailto: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](mailto:edinburgh@scotcourts.gov.uk)

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