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Contract

## **(NU/1589-12) Digital Media Production Support**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-005473

Procurement identifier (OCID): ocds-h6vhtk-029cd2

Published 18 March 2021, 9:19am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[natalie.morton@ncl.ac.uk](mailto:natalie.morton@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.ncl.ac.uk](http://www.ncl.ac.uk)

Buyer's address

<https://ncl.ac.uk>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

(NU/1589-12) Digital Media Production Support

Reference number

DN526074

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

We are seeking to appoint a supplier to provide flexible media buying support for both digital, out of home and print advertising as well as conference and award sponsorship. The supplier will work alongside an internal paid media team to support the creation and booking of paid media plans across a range of advertising channels.

It is expected the value of each media plan will be between £10,000 and £100,000 inclusive of VAT. It is estimated there will be at least 3 media plans required within the contract period

The supplier specifically is required to have the ability to provide the following services and experience:

- Knowledge and experience of booking multi-channel media campaigns for UK and international undergraduate and postgraduate recruitment
- Knowledge and experience booking international multi-channel media campaigns for brand awareness and research excellence promotion, specifically within the Higher Education sector
- Knowledge and experience booking campaigns
- Provide detailed campaign attribution and KPI measurements for all media plans

- Provide full campaign reporting and optimisation as part of all media plans
- Provide support on creative optimisation and testing
- Provide regular insight into industry best practice, trends and future placement opportunities
- Provide a single Account Manager for all campaigns

This opportunity will be advertised to Lot 3 suppliers of the Dynamic Purchasing System (NU1589).

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £160,000

### **II.2) Description**

#### **II.2.1) Title**

Programmatic Advertising Management, Media Buying, Public Relations

Lot No

3

#### **II.2.2) Additional CPV code(s)**

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)

#### **II.2.4) Description of the procurement**

Newcastle University invites bids to join a Dynamic Purchasing System it is establishing for the supply of a range of marketing services.

The Newcastle University Marketing Department is a comprehensive, world-class

marketing team dedicated to serving our partners, academics and students. This DPS will also be used for marketing across the entire University and is not limited to the central team.

Our vision for marketing at Newcastle encompasses the following:

- embracing a 'digital first' approach;
- encouraging our team through personal growth;
- engaging with our clients and audiences;
- delivering an exceptional marketing strategy.

There will be six lots on this DPS:

- 1) web services, SEO and digital content;
- 2) graphic design and print, branding, copywriting;
- 3) programmatic advertising management, media buying, public relations;
- 4) social media, paid search and paid social;
- 5) international;
- 6) platforms.

#### **II.2.5) Award criteria**

Quality criterion - Name: Ability to meet the Requirements / Weighting: 70

Cost criterion - Name: Management Fees / Weighting: 30

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

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

The procurement involves the setting up of a dynamic purchasing system

#### **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: [2020/S 129-318079](#)

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## **Section V. Award of contract**

### **Contract No**

NU1589-12

### **Lot No**

3

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

12 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

SMRS Ltd

Manchester

M4 6BD

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £160,000

Lowest offer: £172,500 / Highest offer: £337,500 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

NE17RU

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom