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Tender

University of East London - Media Advertising

University of East London

F02: Contract notice

Notice identifier: 2021/S 000-005903

Procurement identifier (OCID): ocds-h6vhtk-029e80

Published 23 March 2021, 5:06pm

Section I: Contracting authority

I.1) Name and addresses

University of East London

University Way

London

E16 2RD

Contact

Margaret Newson

Email

m.newson@uel.ac.uk

Country

United Kingdom

NUTS code

UKI - London

National registration number

N/A

Internet address(es)

Main address

https://www.uel.ac.uk/

Buyer's address

https://www.uel.ac.uk/

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=37243&B=LUPC

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=37243&B=LUPC

Tenders or requests to participate must be submitted to the above-mentioned address

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

University of East London - Media Advertising

Reference number

TEN2021-02

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of East London is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising as part of its marketing campaign activities. The University requires integrated brand awareness and direct response campaigns to ensure the new UEL brand is front of mind for more potential students than ever before, both at undergraduate and postgraduate level.

UEL requires a provision of a combination of traditional media including third party profiles and inventory, local press adverts and advertorials & national out of home, as well as biddable media including PPC, display and social media advertising.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKI - London

- UK - United Kingdom

Main site or place of performance

London

II.2.4) Description of the procurement

The University of East London is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising as part of its marketing campaign activities.

UEL requires a provision of a combination of traditional media including third party profiles and inventory, local press adverts and advertorials & national out of home, as well as biddable media including PPC, display and social media advertising.

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: £2,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 July 2021

End date

30 June 2023

This contract is subject to renewal

Yes

Description of renewals

A third year may be offered as an extension, subject to performance and future requirements.

II.2.10) Information about variants

Variants will be accepted: No

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per ITT documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

As per ITT documents

Minimum level(s) of standards possibly required

As per ITT documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per ITT documents

Minimum level(s) of standards possibly required

As per ITT documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As per ITT documents

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: No

IV.2) Administrative information

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

Date

23 April 2021

Local time

12:00pm

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

Tender must be valid until: 31 May 2021

IV.2.7) Conditions for opening of tenders

Date

23 April 2021

Local time

12:00pm

Place

All bids must be made electronically via https://uk.eu-supply.com

Information about authorised persons and opening procedure

To be managed through https://uk.eu-supply.com

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

WC1 2LL

Country

United Kingdom