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Contract

## **China Digital Marketing Partner**

University of Stirling

F03: Contract award notice

Notice identifier: 2024/S 000-006100

Procurement identifier (OCID): ocds-h6vhtk-041b1d

Published 26 February 2024, 12:59pm

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

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

University of Stirling

Procurement Services, Finance Office, Room 3Z3, Cottrell Building

Stirling

FK9 4LA

#### **Contact**

Fiona Macnaughton

#### **Email**

[f.m.macnuaghton1@stir.ac.uk](mailto:f.m.macnuaghton1@stir.ac.uk)

#### **Telephone**

+44 1786466186

#### **Country**

United Kingdom

**NUTS code**

UKM77 - Perth & Kinross and Stirling

**Internet address(es)**

Main address

<http://www.stir.ac.uk/finance-office/procurement/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00112](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00112)

**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**

China Digital Marketing Partner

Reference number

8421

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

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

The provision of digital media buying and digital marketing and content services in China.

#### **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: £135,000

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

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

NUTS codes

- UKM77 - Perth & Kinross and Stirling

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

The provision of digital media buying and digital marketing and content services.

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

#### **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**

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 000-034204](#)

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

### **Contract No**

8421

A contract/lot is awarded: Yes

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

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

20 February 2024

#### **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: 4

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**

Emerging Communications Limited

2A High Street

Thames Ditton

KT7 0RY.

Telephone

+44 2030110088

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

Yes

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

Total value of the contract/lot: £134,752.86

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:759189)

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

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

Stirling Sheriff Court and Justice of the Peace Court

Stirling

Country

United Kingdom