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Contract

## **(NU/1589-48) Digital Media Production Support**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-006131

Procurement identifier (OCID): ocds-h6vhtk-031e8c

Published 7 March 2022, 10:32am

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Contact**

Miss Helen Gayton

#### **Email**

[helen.gayton@ncl.ac.uk](mailto:helen.gayton@ncl.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.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/1589-48) Digital Media Production Support

Reference number

DN594792

**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 and copy writing support for both digital, out of home and print advertising.

The supplier will need to be able to work across channels:

- independently on stand-alone campaign briefs, from single objective campaigns to full funnel approaches
- provide capacity support for existing campaigns ran by the internal paid media team (eg booking pre-determined 3rd party placements to compliment a wider campaign or managing the international element of a full recruitment cycle paid search campaign)

It is expected the value of each campaign request will be between £5,000 and £100,000 inclusive of all taxes and agency fees. It is estimated there will be at least 6 campaign requests within the contract period.

The supplier may also be required to source and secure conference and award sponsorship opportunities.

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
- understanding of key award ceremonies for the Higher Education industry
- Experience securing award ceremony and/or conference sponsorship opportunities
- Provide detailed campaign attribution and KPI measurements for all managed campaigns as well as forecast performance
- Provide full campaign reporting and optimisation as well as a breakdown on hours worked
- Provide support on creative optimisation and testing inclusive of campaign costs

- Provide regular insight into industry best practice, trends and future placement opportunities
- ability to export campaign data and builds at the end of campaigns, or transfer ownership of accounts, where supported by platforms, back in house
- Provide a single Account Manager for all campaigns
- Ensure appropriate non-disclosure agreements are in place

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

This contract is divided into lots: No

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

Lowest offer: £75,000 / Highest offer: £750,000 taken into consideration

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

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

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

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

NUTS codes

- UK - United Kingdom

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

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- Provide a single Account Manager for all campaigns
- Ensure appropriate non-disclosure agreements are in place

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

Quality criterion - Name: Ability to meet the Timeline / Weighting: P/F

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

Quality criterion - Name: Quality - Ability to meet the Requirements / Weighting: 50

Cost criterion - Name: Management Fees and Taxes / Weighting: 50

#### **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.1.6) Information about electronic auction**

An electronic auction will be used

#### **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.2.1) Previous publication concerning this procedure**

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

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

### **Contract No**

NU/1589-48

### **Lot No**

3

### **Title**

(NU/1589-48) Digital Media Production Support

A contract/lot is awarded: Yes

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

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

24 February 2022

**V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

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

Number of tenders received by electronic means: 2

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

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

SMRS Ltd

3 George Leigh Street

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)**

Lowest offer: £75,000 / Highest offer: £750,000 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

Country

United Kingdom

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

Newcastle University

Tyne and Wear

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

Country

United Kingdom