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Contract

Media Buying for Campaigns and Advertising

University of Ulster

F03: Contract award notice

Notice identifier: 2021/S 000-006467

Procurement identifier (OCID): ocds-h6vhtk-02a0b4

Published 30 March 2021, 12:56am

Section I: Contracting authority

I.1) Name and addresses

University of Ulster

Block X Room X031, Cromore Road

Coleraine

BT52 1SA

Contact

cs.houston@ulster.ac.uk

Email

cs.houston@ulster.ac.uk

Telephone

+44 2870123132

Country

United Kingdom

NUTS code

UKN - NORTHERN IRELAND

National registration number

NIC100166

Internet address(es)

Main address

www.ulster.ac.uk

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 for Campaigns and Advertising

Reference number

project_25858

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

Media Buying for Campaigns and Advertising

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: £800,000

II.2) Description

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN - NORTHERN IRELAND

II.2.4) Description of the procurement

The Service Provider shall deliver media planning and buying services for multiple University campaigns and advertising. These campaigns and advertising requirements will vary in size and scope depending on business area and geographic location. In addition, the Service Provider will be expected to work co-operatively with our other third-party contractors as and when required to ensure that all services are cohesive and integrated.

The Service Provider will be expected to provide media buying for campaigns and advertising including planning, management and evaluation services. In addition, this will include but not be limited to, marketing insight, channel planning and best practice for

multi-channel campaigns, planning and monitoring of media campaigns, post campaign evaluation and reporting.

II.2.5) Award criteria

Quality criterion - Name: Contract Implementation in Northern Ireland / Weighting: 20%

Quality criterion - Name: Resource Allocation / Weighting: 10%

Quality criterion - Name: Methodology for Contract Management / Weighting: 20%

Quality criterion - Name: Methodology for Service Delivery / Weighting: 10%

Quality criterion - Name: Cost Management / Weighting: 10%

Price - Weighting: 30%

II.2.11) Information about options

Options: Yes

Description of options

The contract will be for two (2) years initially, with an option to extend for any periods up to and including twenty-four (24) months.

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

This call-off contract was awarded following further competition as provided for under the ESPO Advertising Solutions (Recruitment Advertising and other Advertising Services) framework agreement for Framework Reference/3A-16 / Lot 2 - Public Notices Advertising.

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: [2016/S 140-253008](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 March 2021

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Anderson Spratt Group Limited

Anderson House, 409 Holywood Road

Belfast

BT4 2GU

Country

United Kingdom

NUTS code

- UKN0 - Northern Ireland

National registration number

NI026707

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: £800,000

Total value of the contract/lot: £800,000

Section VI. Complementary information

VI.3) Additional information

It is anticipated the contract will commence on 8 March 2021

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

BT1 3JY

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The Public Contracts Regulations 2015 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 (Northern Ireland).