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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](mailto: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](http://www.ulster.ac.uk)

**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**

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.

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

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## **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

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## **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).