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Planning

Digital marketing services and digital media buying

Bath Spa University

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-006615

Procurement identifier (OCID): ocds-h6vhtk-032071

Published 10 March 2022, 4:15pm

Section I: Contracting authority

I.1) Name and addresses

Bath Spa University

Newton Park House, Newton Park, Newton St Loe

Bath

BA2 9BN

Contact

Procurement

Email

procurement@bathsp.ac.uk

Telephone

+44 1225875875

Country

United Kingdom

NUTS code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Internet address(es)

Main address

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

I.3) Communication

Additional information can be obtained from another address:

Bath Spa University

Newton Park, Newton St Loe

Bath

BA2 9BN

Contact

Colin Scoines

Email

c.brestrich-scoines2@bathspa.ac.uk

Country

United Kingdom

NUTS code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Internet address(es)

Main address

<https://www.bathspa.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

Digital marketing services and digital media buying

Reference number

CS020

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services
 - QA09 - For advertising by means of coupons
 - QA08 - For advertising on posters
 - QA07 - For advertising in magazines
 - QA06 - For advertising in newspapers
 - TA11 - For trade-advertising material
 - QA05 - For advertising in cinemas
 - QA04 - For advertising on the Internet
 - QA03 - For advertising on television
 - QA02 - For advertising on radio

II.1.3) Type of contract

Services

II.1.4) Short description

Marketing activities.

We are looking to tender various marketing activities, separating this into separate Lots, potentially Media Buying and Digital Media Services.

Primarily support the Marketing and Digital team's work and offer resources and capability directly to all our Schools and departmentse.

We are considering if we are to award suppliers onto a framework arrangement or contract to multiple suppliers.

II.1.5) Estimated total value

Value excluding VAT: £450,000

II.1.6) Information about lots

This contract is divided into lots: Yes

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

As a PIN the is an early supplier engagement. The separation of services to Lots has yet to be decided

II.2) Description

II.2.1) Title

Marketing management consultancy services.

Lot No

1

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
 - QA09 - For advertising by means of coupons
 - QA08 - For advertising on posters

- QA07 - For advertising in magazines
- QA06 - For advertising in newspapers
- TA11 - For trade-advertising material
- QA05 - For advertising in cinemas
- QA04 - For advertising on the Internet
- QA03 - For advertising on television
- QA02 - For advertising on radio
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

II.2.4) Description of the procurement

Marketing management consultancy services.

Review analytics data spend and advisement performance.

Advice on marketing solutions.

Purchase additional services

Purchases additional Digital Marketing and Advertising services

II.2) Description

II.2.1) Title

Digital Media Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
 - QA09 - For advertising by means of coupons
 - QA08 - For advertising on posters
 - QA07 - For advertising in magazines
 - QA06 - For advertising in newspapers
 - TA11 - For trade-advertising material
 - QA05 - For advertising in cinemas
 - QA04 - For advertising on the Internet
 - QA03 - For advertising on television
 - QA02 - For advertising on radio

II.2.3) Place of performance

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

II.2.4) Description of the procurement

Digital Media Buying and Advertising

II.3) Estimated date of publication of contract notice

31 March 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=664909316>

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