

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006615-2022>

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): ocids-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](mailto: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](mailto: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>

GO Reference: GO-2022310-PRO-19757911