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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
 - o 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
 - o QA03 For advertising on television
 - o 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
- o QA03 For advertising on television
- o 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

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

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