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Contract

2021/228 - University Brand tender

University of Leeds

F03: Contract award notice

Notice identifier: 2022/S 000-007190

Procurement identifier (OCID): ocds-h6vhtk-0322b0

Published 16 March 2022, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Email

s.bibi1@leeds.ac.uk

Telephone

+44 1133433798

Country

United Kingdom

NUTS code

UKE42 - Leeds

Internet address(es)

Main address

<https://neupc.delta-esourcing.com/delta/>

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

2021/228 - University Brand tender

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking for an agency partner to help create a new brand proposition. We are looking for an agency with (eg): Strategic expertise in brand development and positioning in a range of environments / industries; Experienced at building and uniting communities/teams across an organisation to get behind a common brand; Managed brand in complex organisations; Ability to design and execute new brand guidelines; Experienced at working within a system of complex stakeholders and building excellent working relations with senior leadership teams.

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: £200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

We are looking for an agency partner to help create a new brand proposition. We are looking for an agency with (eg): Strategic expertise in brand development and positioning in a range of environments / industries; Experienced at building and uniting communities/teams across an organisation to get behind a common brand; Managed brand in complex organisations; Ability to design and execute new brand guidelines; Experienced at working within a system of complex stakeholders and building excellent working relations with senior leadership teams.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

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

To respond to this opportunity please click here: <https://neupc.delta-esourcing.com/respond/EJ2GP8AZSA>

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-000000](#)

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

14 March 2022

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

OPX

London

London

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

06289138

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £200,000

Total value of the contract/lot: £200,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=676151779>

GO Reference: GO-2022316-PRO-19806370

VI.4) Procedures for review

VI.4.1) Review body

University of Leeds

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Leeds

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