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Not applicable

## **Advertising Services**

UNIVERSITY OF SOUTHAMPTON

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-007282

Procurement identifier (OCID): ocds-h6vhtk-03a745

Published 13 March 2023, 4:24pm

## **Section I: Contracting authority/entity**

### **I.1) Name and addresses**

UNIVERSITY OF SOUTHAMPTON

HIGHFIELD CAMPUS, UNIVERSITY ROAD

SOUTHAMPTON

SO171BJ

### **Contact**

George-Oliver Poole

### **Email**

[procurement@soton.ac.uk](mailto:procurement@soton.ac.uk)

### **Telephone**

+44 2380595000

**Country**

United Kingdom

**Region code**

UKJ32 - Southampton

**UK Register of Learning Providers (UKPRN number)**

10007158

**Internet address(es)**

Main address

<http://www.southampton.ac.uk>

Buyer's address

<https://in-tendhost.co.uk/universityofsouthampton>

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Advertising Services

Reference number

2022UoS-0438

#### II.1.2) Main CPV code

- 79341000 - Advertising services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The purpose of this contract is for an advertising agency to provide the University of Southampton with media buying that will include purchasing media space, and liaising with media partners, reporting on impact of services and media placement, and in-sector insights with the agency striving to give Southampton a competitive edge and providing the best possible outcomes for campaigns whilst providing value for money. Paid Search is managed in house through the university's digital performance analysis team, but we would expect to align our goals and conversion strategy with this team to maximize our market impact.

The Agency shall be capable of providing excellent customer service including strategic and implementation advice and be willing and capable of working in partnership with other agencies and specialists to deliver the media buying aspect of fully integrated campaigns for the University of Southampton.

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2023/S 000-005203](#)

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## Section VII. Changes

### VII.1) Information to be changed or added

#### VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2

Place of text to be modified

Time limit for receipt of tenders or requests to participate in Selection Stage

Instead of

Date

23 March 2023

Local time

12:00pm

Read

Date

27 March 2023

Local time

12:00pm

Section number

IV.2.3

Place of text to be modified

Estimated date of dispatch of invitations to tender or to participate to selected candidates

Instead of

Date

12 April 2023

Local time

12:00pm

Read

Date

14 April 2023

Local time

12:00pm

## **VII.2) Other additional information**

Due to a planned system outage of our electronic tendering system (In-Tend) we are extending the deadline of the selection stage to ensure there is access to the documents for the full selection stage period.

To allow for this change we are moving the estimated date of the ITT launch by the same number of days. We anticipate this will not impact the published ITT deadline for clarification or return.