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Tender

## **Provision of Media Buying partner**

Staffordshire University

F02: Contract notice

Notice identifier: 2023/S 000-008027

Procurement identifier (OCID): ocds-h6vhtk-03b45b

Published 20 March 2023, 2:39pm

### **Section I: Contracting authority**

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

Staffordshire University

College Road

Stoke-on-Trent

ST4 2DE

#### **Contact**

Mr David Glover

#### **Email**

[T.D.Glover@staffs.ac.uk](mailto:T.D.Glover@staffs.ac.uk)

#### **Telephone**

+44 1785353313

#### **Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Opportunities/Index?tabName=opportunities&resetFilter=True>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.procontract.due-north.com](http://www.procontract.due-north.com)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Provision of Media Buying partner

Reference number

DN661703

### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

We are therefore seeking a single supplier to provide all media buying services required to support our student marketing and recruitment activities, in particular the recruitment of undergraduate and postgraduate students. The successful provider will show evidence of having a strong appreciation of digital advertising.

The firm chosen appointed agency will have a detailed knowledge of the Higher Education Sector, offer value for money media buying, and be able to offer media plans and recommendations as part of integrated campaign planning.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

### **II.2.4) Description of the procurement**

We are therefore seeking a single supplier to provide all media buying services required to support our student marketing and recruitment activities, in particular the recruitment of undergraduate and postgraduate students. The successful provider will show evidence of having a strong appreciation of digital advertising.

The firm chosen appointed agency will have a detailed knowledge of the Higher Education

Sector, offer value for money media buying, and be able to offer media plans and recommendations as part of integrated campaign planning.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

1 June 2023

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Period of agreement to be 3 years plus1

#### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

28 April 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Staffordshire Univesity

Stoke on Trent

Country

United Kingdom