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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

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

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

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

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

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