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Contract

Media Buying Services

LEEDS TRINITY UNIVERSITY

F03: Contract award notice

Notice identifier: 2024/S 000-008106

Procurement identifier (OCID): ocds-h6vhtk-041d52

Published 14 March 2024, 8:24am

Section I: Contracting authority

I.1) Name and addresses

LEEDS TRINITY UNIVERSITY

Brownberrie Lane,Horsforth

LEEDS

LS185HD

Contact

Lyndsay Glasper

Email

l.glasper@leedstrinity.ac.uk

Telephone

+44 1132837100

Country

United Kingdom

Region code

UKE42 - Leeds

Companies House

6305220

Internet address(es)

Main address

<https://www.leedstrinity.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

Media Buying Services

Reference number

PFB042LTU

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking to appoint an experienced supplier for the provision of media buying services.

One of the University's main challenges is growth in student numbers and we are competing for this growth in an increasingly competitive higher education environment.

The fundamental issue from a marketing and communications perspective is therefore to improve the awareness and perception of Leeds Trinity University leading to increased student numbers.

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: £2,875,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

II.2.4) Description of the procurement

The University is seeking to appoint an experienced supplier for the provision of media buying services.

One of the University's main challenges is growth in student numbers and we are competing in an increasingly competitive higher education environment.

The fundamental issue from a marketing and communications perspective is therefore to improve the awareness and perception of Leeds Trinity University leading to increased student numbers. The following strategy therefore needs to drive all activity:

- Drive awareness - Make audiences aware of Leeds Trinity University
- Drive Trial to Open Days and/or Apply to Leeds Trinity University - Make audiences experience what Leeds Trinity University has to offer

- Drive conversion - Make audiences select Leeds Trinity University as their 1st choice
- Drive advocacy - Make audiences be brand ambassadors of Leeds Trinity University

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90%

Price - Weighting: 10%

II.2.11) Information about options

Options: Yes

Description of options

1. The agreement will be effective immediately upon award.
2. The agreement will be subject to annual review and will be renewed subject to satisfactory performance and continual demand.
3. The intended duration of the agreement is five years.
4. Following the initial term, the university reserves the right to further extend the agreement by 2 periods of 12 months, subject to supplier performance and continued demand.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-035059](#)

Section V. Award of contract

Contract No

PFB042LTU

Title

Media Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2024

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

Net Natives Limited

21 Dyke Road

Brighton

BN1 3FE

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

Companies House

12357553

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,875,000

Total value of the contract/lot: £2,875,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Leeds Trinity University

Leeds

Country

United Kingdom