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Contract

## Digital Media Buying Services

University of Cumbria

F03: Contract award notice

Notice identifier: 2024/S 000-008260

Procurement identifier (OCID): ocds-h6vhtk-037761

Published 14 March 2024, 4:16pm

### Section I: Contracting authority

#### I.1) Name and addresses

University of Cumbria

Fusehill Street

Carlisle

CA4 8DS

#### Email

[dawn.davidson@cumbria.ac.uk](mailto:dawn.davidson@cumbria.ac.uk)

#### Country

United Kingdom

#### NUTS code

UKD12 - East Cumbria

#### Internet address(es)

Main address

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

#### **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**

Digital Media Buying Services

Reference number

23-06

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

- 79340000 - Advertising and marketing services

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

Services

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

University of Cumbria requires a media agency to purchase, manage and optimise our TV, Cinema, OOH and digital advertising campaigns. The successful media agency will manage our brand, student specific and course specific campaigns, covering digital, social, and related TV, Cinema and OOH. Campaign management must reflect appropriate media spend against key periods of the student recruitment cycle, including clearing and post graduate designated campaigns. University of Cumbria are looking for a partner that will deliver insight-led campaigns with creative impact and performance-driven metrics.

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

This contract is divided into lots: Yes

**II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £500,000

**II.2) Description**

**II.2.1) Title**

Digital Media Buying

Lot No

1

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UKD12 - East Cumbria

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

Lot 1 Paid Media

**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: Yes

Identification of the project

23-06

## **II.2) Description**

### **II.2.1) Title**

Digital Media Buying Traditional Media

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKD12 - East Cumbria

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

Digital Media buying Services

### **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: Yes

Identification of the project

23-06

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-029592](#)

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## **Section V. Award of contract**

### **Contract No**

23-06

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 March 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

**V.2.3) Name and address of the contractor**

Havas People Ltd

Kent

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £500,000

Total value of the contract/lot: £500,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

University of Cumbria

Fusehill Street

Carlisle

CA4 8DS

Country

United Kingdom

