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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

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

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

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](#)

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

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