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Planning

University of East London Design Tender for Rooster 1-Campaign and Creative

The University of East London

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-008390

Procurement identifier (OCID): ocds-h6vhtk-03b53c

Published 22 March 2023, 4:30pm

Section I: Contracting authority

I.1) Name and addresses

The University of East London

University Way, London E16 2RD

London

E16 2RD

Contact

Adrienn Czigany

Email

a.czigany@uel.ac.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.uel.ac.uk

I.3) Communication

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

<https://supplierlive.proactisp2p.com/Account/Login>

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

University of East London Design Tender for Rooster 1- Campaign and Creative

Reference number

RFX ERFX1000078

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

The University is looking to recruit one or more (a maximum of three) creative and brand agencies to provide campaign concept development services and to support the ongoing development and enhancement of the University's brand through creative outputs.

Agencies provide all the following services:

1. Creative concept development and delivery of design assets for omnichannel marketing campaigns – both physical and digital.
2. Creative concepts for flagship pieces of content to support recruitment (digital and physical) - e.g. interactive digital tools, public art/installations, creative mailouts, AR etc.
3. Development of creative concepts through graphic design and, where necessary, delivery of asset outputs.
4. Support on creative brand strategy, positioning and creative copywriting (e.g. ad copy, video scripts).

II.1.5) Estimated total value

Value excluding VAT: £110,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The University is looking to recruit one or more (a maximum of three) creative and brand agencies to provide campaign concept development services and to support the ongoing development and enhancement of the University's brand through creative outputs.

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1. Creative concept development and delivery of design assets for omnichannel marketing campaigns – both physical and digital.
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3. Development of creative concepts through graphic design and, where necessary, delivery of asset outputs.
4. Support on creative brand strategy, positioning and creative copywriting (e.g. ad copy, video scripts).

II.2.6) Estimated value

Value excluding VAT: £110,000

II.3) Estimated date of publication of contract notice

22 March 2023

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes