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Tender

## **Digital Marketing and Media Buying Services**

University of Bristol

F02: Contract notice

Notice identifier: 2022/S 000-009094

Procurement identifier (OCID): ocds-h6vhtk-032a21

Published 5 April 2022, 12:54pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Bristol

4th Floor, Augustine's Courtyard, Orchard Lane

Bristol

BS1 5DS

#### **Contact**

Andrew Parsons

#### **Email**

[procurement-office@bristol.ac.uk](mailto:procurement-office@bristol.ac.uk)

#### **Telephone**

+44 01179289000

#### **Country**

United Kingdom

**NUTS code**

UKK11 - Bristol, City of

**Internet address(es)**

Main address

[www.bristol.ac.uk](http://www.bristol.ac.uk)

**I.3) Communication**

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

<https://tenders.bris.ac.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://tenders.bris.ac.uk>

Tenders or requests to participate must be submitted to the above-mentioned address

**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 Marketing and Media Buying Services

Reference number

Mar-2201-005-PC\_2099

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

- 79340000 - Advertising and marketing services

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

Services

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

Third party digital marketing and media buying services

### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UKK11 - Bristol, City of

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

The University of Bristol invites tenders for the provision of Digital Marketing and Digital Media Buying services to provide us with a single supplier to meet our current and fast-moving requirements and complement and support existing in-house resource. This service will include (but not be limited to) planning advice, media buying, creative services, campaign delivery and reporting. Due to the nature of the University's business we are looking for a single supplier with experience in the higher education, education and/or youth marketing sectors and experience in international markets.

Full details can be found in the procurement documents at <https://tenders.bris.ac.uk>.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £2,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Two optional one year renewals (maximum of 4 years)

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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: No

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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: Yes

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

5 May 2022

Local time

2:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 12 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

5 May 2022

Local time

2:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University of Bristol

Bristol

Country

United Kingdom