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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

Telephone

+44 01179289000

Country

United Kingdom

NUTS code

UKK11 - Bristol, City of

Internet address(es)

Main address

<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

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

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

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