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Tender

ITT284 Appointment of Creative Agency for Recruitment Creative Campaign

University of Northampton

F02: Contract notice

Notice identifier: 2021/S 000-009160

Procurement identifier (OCID): ocds-h6vhtk-02ab39

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Section I: Contracting authority

I.1) Name and addresses

University of Northampton

University Drive

Northampton

NN1 5PH

Contact

Julia Gough

Email

julia.gough@northampton.ac.uk

Telephone

+44 7725724199

Country

United Kingdom

NUTS code

UKF24 - West Northamptonshire

Internet address(es)

Main address

www.northampton.ac.uk

Buyer's address

<https://in-tendhost.co.uk/universityofnorthampton/>

I.3) Communication

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

<https://in-tendhost.co.uk/universityofnorthampton/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofnorthampton/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/universityofnorthampton/>

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

ITT284 Appointment of Creative Agency for Recruitment Creative Campaign

Reference number

ITT284

II.1.2) Main CPV code

- 79930000 - Specialty design services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Northampton is looking to contract a Creative Agency to create a 60 month creative strategy and campaign across three recruitment cycles 2023, 2024 and 2025 that promotes and raises awareness and increase year on year applications to the University of Northampton across multiple touchpoints which will include creative advertising assets across various channels, prospectus, and assets throughout the recruitment cycle to include print, media and event materials. The produced materials will need to core drive visitors to the University website where they can register to visit for a campus open day, find out more about courses, the university campus, the town of Northampton and the benefits and opportunities of studying with us. Contract value £400,000. The contract shall be for a period of 48 months (August 2021 – 31 August 2025) with the possibility entirely at the University's discretion for up an 18 month extension at a value of £100,000.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services
- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKF24 - West Northamptonshire

Main site or place of performance

Northampton

II.2.4) Description of the procurement

The University of Northampton is looking to contract a Creative Agency to create a 60 month creative strategy and campaign across three recruitment cycles 2023, 2024 and 2025 that promotes and raises awareness and increase year on year applications to the University of Northampton across multiple touchpoints which will include creative advertising assets across various channels, prospectuses, alongside print, media and event materials throughout the recruitment cycle. The produced materials will need to core drive visitors to the University website where they can register to visit for a campus open day, find out more about courses, the university campus, the town of Northampton and the benefits and opportunities of studying with us. Over the last 3 years we have worked on a campaign that has been very different to the traditional HE approach focussing on what the youth market engage with rather than what traditionally the sector believes they will engage with. The UON Marketing Team are seeking a creative agency who can develop an overarching strategy across all touchpoints and creatively evolves during the contract period to develop the campaign taking it to the next level. We are looking for a campaign that will reflect the look and feel of the website, it will be an evolution of the current campaign messaging and visuals and develop the brand messaging that the audience has become familiar with. We feel that we are in a strong position from a brand awareness perspective and want our future strategy to build upon this success. The strategy and campaign messaging will need to work across multiple channels which will include photography, advertising assets, on campus

open day visuals, Exhibition materials, Prospectus and other communications such as direct mail and event handouts. For our advertising this will include display and social channel assets, a commercial which will be used across including VOD, YouTube and audio content which can be across radio and audio platforms. All content produced will need to be targeted to the audience which will include undergraduate and postgraduate targeting. The contracted creative agency should offer strong account management skills and work closely with the UON Marketing Team. This should include clear communication and the ability to manage multiple projects whilst working to a supplied media schedule to ensure all deadlines are met whilst ensuring that budget allocation and spend is monitored. Contract value £400,000. The contract shall be for a period of 48 months (August 2021 – 31 August 2025) with the possibility entirely at the University's discretion for up an 18 month extension at a value of £100,000

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: £400,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The contract may be extended at the University's discretion for a further 18 month extension.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 6

II.2.10) Information about variants

Variants will be accepted: No

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

II.2.14) Additional information

Tender is published on <https://in-tendhost.co.uk/universityofnorthampton/>. Please register your organisation, once registration is accepted you can access the tender documents. Contract value in II.1.5 and II.2.6 is an estimate based on £400000 for contract length. The University envisages entering a 48 month contract with the option to extend the contract up to a further 18 months.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

28 May 2021

Local time

11:00am

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

7 June 2021

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: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The University reserves the right to cancel or amend this procurement at any stage and to not award the contract in whole or in part, and does not bind itself to accept any tender. The University shall not be liable for any costs or expenses (of any nature) incurred by any prospective service provider (or any of its consortium members or sub-contractors) in responding to this notice or in participating in this procurement process, including (without limitation) if the University cancels or amends this procurement process or makes no contract award. The estimated contract value is 400000 GBP for the 3-year term and would be an estimated 500000 GBP if the contract was extended by 18 months.

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The Procurement process will incorporate a standstill period at the point that notification of the proposed award of the contract is communicated to tenderers. That notification will provide information on the award decision as is required by the Public Contracts Regulations 2015.