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Contract

EC0995 Media Buying

University Of Edinburgh

F03: Contract award notice

Notice identifier: 2024/S 000-009188

Procurement identifier (OCID): ocds-h6vhtk-040fe1

Published 21 March 2024, 1:05pm

Section I: Contracting authority

I.1) Name and addresses

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

Email

john.porter@ed.ac.uk

Telephone

+44 1316502508

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<https://www.ed.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00107

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

EC0995 Media Buying

Reference number

EC0995

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Edinburgh is inviting competitive tenders for provision of Media Buying services.

The media solutions required by the University reflect the scale and diversity of the institution and include a mixture of planned annual and ad hoc or reactive activity. The bulk of our media spend is directed at awareness raising amongst key stakeholders and attracting applications from prospective students in multiple markets, but we also actively promote our wider events and services.

A growing proportion of activity is institution-wide, but the bulk of activity (and spend) is devolved to school level and below.

Most schools create an annual plan and schedule their media spend each summer and that will account for the bulk of spending. However, there is also ad hoc activity as and when new programmes are launched, events are scheduled, or other requirements arise throughout the year. The Accommodation Catering and Events service area will have a detailed annual plan but will require media solutions and research on different campaigns across its many markets, i.e. hospitality and tourism, food and drink, conference and events, property (Landlord Lettings) and nurseries.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £8,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

University of Edinburgh

II.2.4) Description of the procurement

The University of Edinburgh is inviting competitive tenders for provision of Media Buying services.

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

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

The intended contract is for 3 years with the option to extend for a further +1, +1 year.

The contract value estimate of GBP 8.5m is based on the full maximum five year total potential contract term.

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-031881](#)

Section V. Award of contract

Contract No

EC0995

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 March 2024

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Spiritmedia Scotland

The Clockwise Building, Commercial Quay, 84 Commercial Street, Leith

Edinburgh

EH6 6LX

Telephone

+44 1314783456

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

Internet address

<https://www.spiritmediaworks.co.uk/>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £8,500,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:761051)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court & Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Email

enquiries@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom