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Tender

## **Market Research for Brand and Reputation Audits**

University of Warwick

F02: Contract notice

Notice identifier: 2023/S 000-009323

Procurement identifier (OCID): ocds-h6vhtk-03b765

Published 30 March 2023, 3:01pm

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

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

University of Warwick

Sir William Lyons Road

Coventry

CV4 7EZ

#### **Contact**

Hardeep Khatkar

#### **Email**

[hardeep.khatkar@warwick.ac.uk](mailto:hardeep.khatkar@warwick.ac.uk)

#### **Telephone**

+44 2476524349

#### **Country**

United Kingdom

**NUTS code**

UKG33 - Coventry

**Internet address(es)**

Main address

<https://warwick.ac.uk/insite/>

**I.3) Communication**

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

<https://in-tendhost.co.uk/universityofwarwick.aspx/Home>

Additional information can be obtained from the above-mentioned address

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**

Market Research for Brand and Reputation Audits

Reference number

HK-02-23-UOW-REPUTATIONAUDIT-AP

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University of Warwick has a requirement to hire an agency to undertake Brand and Reputation Audits to better understand how the University and some of its larger departments/sub brands are perceived among audiences and stakeholders and in comparison, to competitor institutions. This will require both quantitative and qualitative research with wide reaching audiences including current and prospective students, alumni, academics (outside of Warwick), business leaders and employers, and opinion formers. Results will be analysed and recommendations presented to help shape future PR, branding, marketing and communication strategies. Further monitoring and evaluation to measure ongoing impact will also be required. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 201

**II.1.5) Estimated total value**

Value excluding VAT: £150,000

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.2) Description****II.2.2) Additional CPV code(s)**

- 79310000 - Market research services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UKG33 - Coventry

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

The University of Warwick has a requirement to hire an agency to undertake Brand and Reputation Audits to better understand how the University and some of its larger departments/sub brands are perceived among audiences and stakeholders and in comparison, to competitor institutions. This will require both quantitative and qualitative research with wide reaching audiences including current and prospective students, alumni, academics (outside of Warwick), business leaders and employers, and opinion formers. Results will be analysed and recommendations presented to help shape future PR, branding, marketing and communication strategies. Further monitoring and evaluation to measure ongoing impact will also be required.

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

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

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

Start date

19 June 2023

End date

19 June 2026

This contract is subject to renewal

No

#### **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: No

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

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

Date

26 April 2023

Local time

12:00pm

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

English

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

Date

26 April 2023

Local time

12:00pm

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## **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**

Please refer to <http://in-tendhost.co.uk/universityofwarwick> for further information and to express interest. You will be able to download the full tender documents from this site. Any queries in relation to this requirement should be directed to the University of Warwick via the correspondence functionality of the In-tend system. Failure to do so may result in queries being excluded from the procedure. The University expressly reserves the rights: i) Not to award any contract as a result of this procurement process commenced by publication of this notice. ii) To make whatever changes it may see fit to the content and structure of the tendering competition. iii) To award (a) contract(s) in respect of any part(s) of the [services] covered by this notice; and iv) To award contract(s) in stages. Under no circumstances will the University be liable for any costs incurred by candidates. The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

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

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

University of Warwick

Coventry

Country

United Kingdom

