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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

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

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

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

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