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Tender

PURCON 1007 - Creative Campaign Partner

University of East Anglia

F02: Contract notice

Notice identifier: 2022/S 000-009551

Procurement identifier (OCID): ocds-h6vhtk-032bea

Published 8 April 2022, 5:10pm

Section I: Contracting authority

I.1) Name and addresses

University of East Anglia

Norwich Research Park, NR4 7TJ

Norwich

NR4 7TJ

Contact

Sian Townshend

Email

s.townshend@uea.ac.uk

Country

United Kingdom

NUTS code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

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

I.3) Communication

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

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

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/universityofeastanglia.aspx/Home>

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

PURCON 1007 - Creative Campaign Partner

Reference number

PURCON 1007

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking to refresh and develop our campaign activity to differentiate ourselves in the Higher Education marketplace, to grow student numbers in particular international students in key markets, improve brand perceptions and increase awareness to help realise our strategic ambitions. We are looking to develop our brand and implement it across a range of existing campaign propositions. You will work on and offline across a wide variety of audiences and at all stages of the student journey. You will have experience of developing campaigns for the youth market and their influencers (including career advisors, peers, parents / guardians and teachers / lecturers) for home, EU and International markets. The partner will work as a creative lead across all channels and audiences.

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

- UKH15 - Norwich and East Norfolk

II.2.4) Description of the procurement

We are looking to refresh and develop our campaign activity to differentiate ourselves in the Higher Education marketplace, to grow student numbers in particular international students in key markets, improve brand perceptions and increase awareness to help realise our strategic ambitions. We are looking to develop our brand and implement it across a range of existing campaign propositions. You will work on and offline across a wide variety of audiences and at all stages of the student journey. You will have experience of developing campaigns for the youth market and their influencers (including

career advisors, peers, parents / guardians and teachers / lecturers) for home, EU and International markets. The partner will work as a creative lead across all channels and audiences.

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

Duration in months

24

This contract is subject to renewal

No

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

Envisaged number of candidates: 5

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

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: No

IV.2) Administrative information

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

Date

9 May 2022

Local time

12:00pm

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

23 May 2022

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

English

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 invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

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