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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](mailto: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

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**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

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## **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

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## **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

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## **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**

University of East Anglia

Norwich Research Park, NR4 7TJ

Norwich

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Email

[s.townshend@uea.ac.uk](mailto:s.townshend@uea.ac.uk)

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