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Contract

## **NEX22/54 Media Buying**

Nexus

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-009620

Procurement identifier (OCID): ocds-h6vhtk-0372d3

Published 3 April 2023, 11:09am

### **Section I: Contracting entity**

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

Nexus

33 St James' Blvd

Newcastle upon Tyne

NE14AX

#### **Contact**

Julie Warnett

#### **Email**

[tenders@nexus.org.uk](mailto:tenders@nexus.org.uk)

#### **Telephone**

+44 7879667318

#### **Country**

United Kingdom

**Region code**

UKC22 - Tyneside

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.nexus.org.uk](http://www.nexus.org.uk)

**I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

NEX22/54 Media Buying

**II.1.2) Main CPV code**

- 72212500 - Communication and multimedia software development services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

To appoint a media buying supplier to buy media for Nexus that will deliver against marketing objectives. As well as the Nexus brand, this tender also includes buying media for Tyne and Wear Metro and the Shields Ferry. Media that is procured should have a positive impact on the brand in question. Media requirements will be briefed according to campaign. Subject to the needs of the campaign, requirements can range from providing a one-off advert in a specific publication to recommending, booking and evaluating large

scale campaigns which include traditional media - not limited to OOH, TV, Radio, digital and social media as well as new/ innovative media recommendations.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)

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

To appoint a media buying supplier to buy media for Nexus that will deliver against marketing objectives. As well as the Nexus brand, this tender also includes buying media for Tyne and Wear Metro and the Shields Ferry. Media that is procured should have a positive impact on the brand in question. Media requirements will be briefed according to campaign. Subject to the needs of the campaign, requirements can range from providing a one-off advert in a specific publication to recommending, booking and evaluating large scale campaigns which include traditional media - not limited to OOH, TV, Radio, digital and social media as well as new/ innovative media recommendations.

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

Quality criterion - Name: Quality / Weighting: 100%

Cost criterion - Name: Cost / Weighting: 0%

### **II.2.11) Information about options**

Options: No

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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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-027845](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

28 March 2023

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## **Section VI. Complementary information**

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

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

Nexus

Newcastle

Email

[tenders@nexus.org.uk](mailto:tenders@nexus.org.uk)

Country

United Kingdom