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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

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

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Nexus

Newcastle

Email

tenders@nexus.org.uk

Country

United Kingdom