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Tender

## **Media Services/CPN/PRO/2022**

The Open University

F02: Contract notice

Notice identifier: 2022/S 000-009804

Procurement identifier (OCID): ocds-h6vhtk-032ce9

Published 12 April 2022, 4:43pm

### **Section I: Contracting authority**

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

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

#### **Email**

[finance-tenders@open.ac.uk](mailto:finance-tenders@open.ac.uk)

#### **Telephone**

+44 1908274066

#### **Country**

United Kingdom

## **NUTS code**

UKJ12 - Milton Keynes

## **Internet address(es)**

Main address

<https://in-tendhost.co.uk/openuniversity>

Buyer's address

<https://in-tendhost.co.uk/openuniversity>

## **I.3) Communication**

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

<https://in-tendhost.co.uk/openuniversity>

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/openuniversity>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/openuniversity>

## **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**

Media Services/CPN/PRO/2022

Reference number

OUPA10798

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Open University (The OU) is seeking to appoint a provider of media services, to include media strategy, domestic and international media planning and buying, econometric modelling, campaign optimisation, media partnerships and other media deliverables.

#### **II.1.5) Estimated total value**

Value excluding VAT: £70,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKJ12 - Milton Keynes

Main site or place of performance

Milton Keynes

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

This procurement will include (but not be limited to) the following services:- • Media strategy, planning and buying – all online and offline channels • Econometrics modelling • Campaign optimisation • Media partnerships • Other media deliverables for any OU brand/product as may be required • UK and International markets Audiences may include, but not be limited to: B2C, B2B, & Trade as well other stakeholder groups including consumers, government, employers, donors and community (staff, students and alumni) Any additional purchases related to these services may be made with the successful supplier to support continuity of service, any options will be set out in the tender documents.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £70,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract may be extended by up to 2 years

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

Envisaged number of candidates: 3

### **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**

Competitive procedure with negotiation

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Date

13 May 2022

Local time

12:00pm

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

31 May 2022

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom