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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

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

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

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

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)

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