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Contract

Media Buying for Student Recruitment

University of Dundee

F03: Contract award notice

Notice identifier: 2024/S 000-010115

Procurement identifier (OCID): ocds-h6vhtk-0417e7

Published 27 March 2024, 4:16pm

Section I: Contracting authority

I.1) Name and addresses

University of Dundee

Procurement, 3rd Floor, Tower Building, Nethergate

Dundee

DD1 4HN

Contact

Allan Tough

Email

a.m.tough@dundee.ac.uk

Telephone

+44 1382386810

Country

United Kingdom

NUTS code

UKM71 - Angus and Dundee City

Internet address(es)

Main address

<http://www.dundee.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00105

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 Buying for Student Recruitment

Reference number

UoD-PF005-TC-2022

II.1.2) Main CPV code

- 80300000 - Higher education services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Dundee runs a number of student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from UK and international markets.

To achieve this, the University wish to engage the services of a media buying agency.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,000,050

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79600000 - Recruitment services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Dundee

II.2.4) Description of the procurement

The University of Dundee runs a number of student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from UK and international markets.

To achieve this, the University wish to engage the services of a media buying agency

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

The contract will serve both the central and business school marketing teams' activities, though it may evolve to incorporate additional ad-hoc marketing activities to support additional schools within the University and regional marketing activity.

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-033497](#)

Section V. Award of contract

Contract No

UoD-PF005-TC-2022

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 March 2024

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 11

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Education Cubed Ltd

Education Cubed, Spaces, Mocatta House Trafalgar Place

Brighton

BN1 4DU

Telephone

+44 1273443577

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,000,050

Lowest offer: £646 / Highest offer: £2,025 taken into consideration

Section VI. Complementary information

VI.3) Additional information

(SC Ref:762287)

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sheriff Court

6 W Bell Street

Dundee

DD1 9AD

Country

United Kingdom