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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](mailto: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](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

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**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

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## **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](#)

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## **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

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## **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