

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010160-2023>

Contract

## **Provision of Digital Marketing Services to the University of Birmingham**

University of Birmingham

F03: Contract award notice

Notice identifier: 2023/S 000-010160

Procurement identifier (OCID): ocds-h6vhtk-035ae5

Published 6 April 2023, 1:16pm

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

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

University of Birmingham

Chancellor's Court, Edgbaston

Birmingham

B15 2TT

#### **Contact**

Ann Marie Rochford

#### **Email**

[a.m.rochford@bham.ac.uk](mailto:a.m.rochford@bham.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG31 - Birmingham

**National registration number**

RC000645

**Internet address(es)**

Main address

[www.birmingham.ac.uk/index.aspx](http://www.birmingham.ac.uk/index.aspx)

**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**

Provision of Digital Marketing Services to the University of Birmingham

Reference number

FRAM352/22

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

- 79340000 - Advertising and marketing services

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

Services

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

The University of Birmingham ("the University") invites tenders for the supply of Digital Marketing Services; Lot 1 – Media Buying and Planning (UK and International) Lot 2 – Front-end Development Services Lot 3 – Content Services Lot 4 – UX Design and Development Services The intention is to establish a framework agreement with suitably qualified Supplier(s) who will provide selected Digital Marketing Services needs that cannot be met in-house by its own provision, or where additional knowledge and expertise is required. The requirement shall be split into four Lots, and Suppliers will be able to submit a response for either one or more Lots.

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

This contract is divided into lots: Yes

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

Value excluding VAT: £900,000

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

#### **II.2.1) Title**

Media Buying and Planning (UK and International)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKG31 - Birmingham

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

Provide media buying and planning services that include: • a strategic global media buying service that covers all formats of digital advertising. • a campaign planning service to support low and high budget campaigns, providing regular performance reviews, campaign optimisation and reporting tools that provide real time updates.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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

## **II.2) Description**

### **II.2.1) Title**

Front-end Development Services

Lot No

2

## **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKG31 - Birmingham

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

Provide front-end development services to support our major institutional websites. The supplier will:

- develop features and components for our websites following best practices, complying with accessibility standards and ensuring they meet a high standard of quality.
- have expertise in developing websites/components using react.js.
- integrate with and contribute to our existing storybook UI library.
- work closely with our existing web product team during any project work.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

## **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

## **II.2) Description**

### **II.2.1) Title**

Content Services

Lot No

3

## **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKG31 - Birmingham

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

Provide content services which the University's internal full -service marketing agency does not provide. This includes:• content strategy expertise to develop plans for optimum deployment of content across all channels. • copy writing specifically for the web (incorporating SEO and UX principles). • specialist copywriting across a range of academic disciplines. • expertise in search engine optimisation to improve search, elevate content and build profile.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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

## **II.2) Description**

### **II.2.1) Title**

UX Design and Development Services

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKG31 - Birmingham

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

Provide UX Design and Development services, to support major University services like its external website, which will include:• Delivery of a robust and proven UX research and discovery process.• Full UI design process expertise.• Expertise around content strategy with a focus on web.• Delivery methodology which focuses on working collaboratively with clients.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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 IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2022/S 000-022119](#)

---

## **Section V. Award of contract**

### **Contract No**

FRAM352/22

### **Lot No**

1

### **Title**

Media Buying and Planning (UK and International)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 April 2023

### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

### **V.2.3) Name and address of the contractor**

Crunch Digital Media (part of Unicom)

Swansea

Country

United Kingdom

NUTS code

- UKL18 - Swansea

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: £900,000

Total value of the contract/lot: £900,000

## **Section V. Award of contract**

### **Contract No**

FRAM352/22

### **Lot No**

2

### **Title**

Front End Development Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Manifesto Digital Ltd (part of TPXimpact)

London

Country

United Kingdom

NUTS code

- UKI32 - Westminster

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Mixd

Leeds

Country

United Kingdom

NUTS code

- UKE42 - Leeds

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: £900,000

Total value of the contract/lot: £900,000

## **Section V. Award of contract**

### **Contract No**

FRAM352/22

### **Lot No**

3

### **Title**

Content Services: Copywriting

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 5

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

#### **V.2.3) Name and address of the contractor**

Waterfall Manchester Limited

Manchester

Country

United Kingdom

NUTS code

- UKD33 - Manchester

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: £900,000

Total value of the contract/lot: £900,000

---

## **Section V. Award of contract**

### **Contract No**

FRAM352/22

### **Lot No**

3

### **Title**

Content Services: Search Engine Optimisation

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

**V.2.3) Name and address of the contractor**

Liberty Marketing

Cardiff

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

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: £900,000

Total value of the contract/lot: £900,000

## **Section V. Award of contract**

### **Contract No**

FRAM352/22

### **Lot No**

4

### **Title**

UX Design and Development Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 7

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Manifesto Digital Ltd (part of TPXimpact)

London

Country

United Kingdom

NUTS code

- UKI32 - Westminster

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Mixd

Leeds

Country

United Kingdom

NUTS code

- UKE42 - Leeds

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: £900,000

Total value of the contract/lot: £900,000

---

## **Section VI. Complementary information**

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

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

University of Birmingham

Birmingham

Country

United Kingdom