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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

Country

United Kingdom

NUTS code

UKG31 - Birmingham

National registration number

RC000645

Internet address(es)

Main address

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