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Contract

## **Digital Marketing Services**

UNIVERSITY OF KEELE

F03: Contract award notice

Notice identifier: 2021/S 000-010735

Procurement identifier (OCID): ocds-h6vhtk-028a99

Published 14 May 2021, 4:30pm

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

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

UNIVERSITY OF KEELE

Keele Campus

NEWCASTLE

ST55BG

#### **Contact**

Linda Sutton

#### **Email**

[l.sutton@keele.ac.uk](mailto:l.sutton@keele.ac.uk)

#### **Telephone**

+44 7812734327

#### **Country**

United Kingdom

**NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

[www.keele.ac.uk](http://www.keele.ac.uk)

**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**

Digital Marketing Services

Reference number

KU/288/LS/CD/2020

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Keele University wishes to appoint an agency that has Higher Education experience in home and international markets and can demonstrate that it understands the student

journey, the application funnel and the conversion activities required to meet challenging targets. It is important that this agency can provide sector insights and demonstrate an understanding of what is innovative in the marketplace and across other complex sectors.

#### **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: £1,000,000

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

Keele University, Keele, Staffordshire

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

The University wishes to understand potential approaches to delivering Campaign Consultancy to support and implement the campaigns, in order to meet institutional strategic objectives.

The will design, development and deliver, optimise and evaluate an integrated institutional marketing and recruitment campaign initially for 2022/23 entry then continuing for 2023/24 entry etc. as the years progress.

Campaigns will be required to generate leads, applicants and enrolled students across Home and International markets for all course levels.

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

Quality criterion - Name: 1. Proposed Management Structure, Responsibilities and Skills / Weighting: 30

Quality criterion - Name: Explain how the digital services agency can meet all of the digital marketing services requirements of the Tender Specification (in Section 2 of the ITT). / Weighting: 60

Quality criterion - Name: Provide evidence of how the agency has significantly improved student recruitment numbers within a university, resulting in an improved return on marketing investment and better enquiry: application: enrolment conversion rates? 50 250 marks 700 marks 20.3 The weighted score for each of / Weighting: 50

Quality criterion - Name: Quality / Weighting: 700

Cost criterion - Name: Commercial (Price). / Weighting: 300

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will run for an initial period of thirteen months from 1st August 2021 to 30th September 2022 with options to extend for a further three thirteen months period, reviewed annually, with a final end date of 30th September 2025.

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## **Section IV. Procedure**

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

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

Restricted 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: [2021/S 000-000835](#)

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

## **Title**

Digital Marketing Services

A contract/lot is awarded: Yes

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

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

27 April 2021

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

Number of tenders received: 5

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

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

Arke Agency Ltd

Brighton

BN20JF

Country

United Kingdom

NUTS code

- UKJ - South East (England)

The contractor is an SME

No

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

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

Total value of the contract/lot: £1,000,000

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## **Section VI. Complementary information**

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

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

High Court of England and Wales

Royal Courts of Justice,

Strand London

WCA2 2LL

Telephone

+44 2079477882

Country

United Kingdom