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Tender

## **T22/41\_Media Buying UG Marketing Campaign**

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2023/S 000-011158

Procurement identifier (OCID): ocds-h6vhtk-03c1da

Published 18 April 2023, 6:07pm

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Email**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH - East of England

#### **Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/angliaruskinuniversity>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

### **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**

T22/41\_Media Buying UG Marketing Campaign

Reference number

T22/41

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

- 79341400 - Advertising campaign services

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

Services

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

Please find attached the Tender Documentation relating to the Tender for Media Buying UG Campaign requirement (issued under the restricted procedure) Please note the closing date for you Selection Questionnaire is 12noon on 16 May 2023. Tenderers must check that all the documents listed in the contents have been received and are complete in all respects. T22.41\_SQ Media Buying UG Marketing Campaign End date for Contracts Finder is for information only at this stage.

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

This contract is divided into lots: No

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

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

NUTS codes

- UKH - East of England

Main site or place of performance

East of England

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

ARU expect to see an insight and research-led, omnichannel approach with the agency advising on split and weighting of budget, as well as suggestions of beta products, digital innovations and new approaches and content that ARU can adopt to stand out in a crowded undergraduate market. The proposed contract would be for 2 years and 3 months [1 August 2023 start (for media to go live 1 September 2023) to 31 October 2025] with the option to extend for a 1 + 1 12-month period.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

27

This contract is subject to renewal

Yes

Description of renewals

1 + 1 x 12 month extensions.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

1 + 1 x 12 month extensions.

#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Please see Tender documents

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

19 May 2023

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

2 June 2023

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under Regulation 87 into the Award process. UK legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in Regulation 92.