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Tender

## **Multichannel Advertising & SEO Agency for Student Recruitment**

Abertay University

F02: Contract notice

Notice identifier: 2025/S 000-011619

Procurement identifier (OCID): ocids-h6vhtk-04f9a9

Published 27 March 2025, 3:45pm

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

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

Abertay University

Bell Street

Dundee

DD1 1HG

#### **Email**

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

#### **Telephone**

+44 1382308995

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.abertay.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00103](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103)

**I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.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**

Multichannel Advertising & SEO Agency for Student Recruitment

Reference number

038-AU-PRO-2425

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

- 79341000 - Advertising services

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

Services

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

Abertay University seeks a strategic agency partner with extensive expertise in multichannel advertising and search engine optimisation (SEO) to support and enhance student recruitment for undergraduate and postgraduate programs. The selected agency will be expected to deliver a comprehensive, data-driven strategy that increases the university's visibility, engagement, and conversion rates across key target markets in Scotland, the rest of the UK, and internationally.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,260,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Bell Street, Dundee

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

The selected agency will be expected to deliver a comprehensive, data-driven strategy that increases the university's visibility, engagement, and conversion rates across key target markets in Scotland, the rest of the UK, and internationally

#### **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

36

This contract is subject to renewal

Yes

Description of renewals

The University shall have the option to extend the contract for up to two additional periods of two years each, following the initial three-year term. Where the option to extend is exercised, the University shall be entitled to terminate the contract at any time during the ex-extended period upon giving the Tenderer three months' notice in writing of its intention to terminate the contract.

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

Variants will be accepted: No

#### **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

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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

Bidders must be suitably qualified to pursue the professional activity in question. As such, the following conditions apply:

The bidder must demonstrate compliance with relevant advertising regulations and codes of practice applicable in the UK.

Membership of, or compliance with, the following regulatory bodies and codes will be considered evidence of suitability:

Advertising Standards Authority (ASA) – the UK's independent regulator for advertising across all media. Bidders must adhere to rulings and guidance issued by the ASA.

Committee of Advertising Practice (CAP) – the body responsible for writing the UK Advertising Codes. Bidders must comply with the CAP Code and demonstrate knowledge and application of these rules in the planning and delivery of advertising campaigns.

Evidence of compliance may include relevant accreditations, previous experience aligning with ASA/CAP requirements, or confirmation of internal governance mechanisms to ensure regulatory adherence.

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

List and brief description of selection criteria

As detailed in the Qualification Envelop and Evaluation document within PCS-T suppliers documents

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

List and brief description of selection criteria

As detailed in the Qualification Envelop and Evaluation document within PCS-T suppliers documents

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

Date

28 April 2025

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

28 April 2025

Local time

1:00pm

Place

Kydd Building, 40 Bell Street, Dundee, DD1 1HG

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.2) Information about electronic workflows

Electronic ordering will be used

### VI.3) Additional information

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 28923. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

Abertay University is committed to delivering positive social and economic impact through its procurement activities. As part of this contract, the appointed agency is expected to contribute to community benefits, particularly in the areas of education, digital skills development, and employability within Dundee and the wider region.

The agency must outline any previous initiatives undertaken that have supported community benefits, as well as plans for ongoing and future contributions. This may include providing training or mentorship opportunities in digital marketing, SEO, and media advertising for students or local job seekers, offering work experience placements or internships, supporting community-based digital literacy projects, or engaging with local businesses and organisations to enhance marketing capabilities.

The successful agency will be expected to work in alignment with Abertay University's commitment to fostering skills development and employability, ensuring that their work contributes positively to the local community. Proposals should demonstrate a clear strategy for delivering measurable community benefits throughout the duration of the contract.

(SC Ref:794617)

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

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

Dundee Sheriff Court

6 West Bell Street

Dundee

DD1 9AD

Country

United Kingdom