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Tender

Marketing and Advertising Services Tender

University of Kent

F02: Contract notice

Notice identifier: 2022/S 000-012288

Procurement identifier (OCID): ocds-h6vhtk-03369d

Published 11 May 2022, 3:41pm

Section I: Contracting authority

I.1) Name and addresses

University of Kent

The Registry

Canterbury, Kent

CT2 7NZ

Email

procurement@kent.ac.uk

Telephone

+44 01227827669

Country

United Kingdom

NUTS code

UKJ4 - Kent

National registration number

XN5452

Internet address(es)

Main address

<https://www.kent.ac.uk/finance/procurement.html>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/97209>

I.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=46938&B=UNIVERSITYKENT

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=46938&B=UNIVERSITYKENT

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and Advertising Services Tender

Reference number

CH21_001

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 requires service provider(s) to provide a high quality service for the management and delivery of marketing and advertising.

The procurement exercise covers three lots:

(1) PPC – paid digital search and social

(2) Traditional and online media buying

(3) Creative design and production

Tenderers will need to demonstrate that they have the requisite skills, infrastructure, resources and procedures to perform to the required standards, supported by robust management and quality control processes as set out in the procurement documents.

II.1.5) Estimated total value

Value excluding VAT: £3,450,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Provisions regarding award of lots as stated in the procurement documents

II.2) Description

II.2.1) Title

PPC – paid digital search and social

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

Provision of PPC, paid digital search, social marketing and related marketing and advertising services

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £2,100,000

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

Two year initial term with an option to renew at the University's discretion for an additional one year (Maximum 36 months duration in total)

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

II.2) Description

II.2.1) Title

Traditional and online media buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

Provision of marketing and advertising services related to both traditional and online media buying

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £900,000

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

Two year initial term with an option to renew at the University's discretion for an additional one year (Maximum 36 months duration in total)

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

II.2) Description

II.2.1) Title

Creative design and production

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

Provision of creative design and production services, including related advertising and marketing services related to digital, print/media campaign and brand assets

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £450,000

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

Two year initial term with an option to renew at the University's discretion for an additional one year (Maximum 36 months duration in total)

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

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

As stated in the procurement 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

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

13 June 2022

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: 5 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

13 June 2022

Local time

12:00pm

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

Centre for Effective Dispute Resolution

70 Fleet Street

London

EC2

Telephone

+44 2075366060

Country

United Kingdom

Internet address

<http://www.cedr.com>

VI.4.2) Body responsible for mediation procedures

Centre for Effective Dispute Resolution

70 Fleet Street

London

EC2

Telephone

+44 2075366060

Country

United Kingdom

Internet address

<http://www.cedr.com>

VI.4.4) Service from which information about the review procedure may be obtained

Centre for Effective Dispute Resolution

70 Fleet Street

London

EC2

Telephone

+44 2075366060

Country

United Kingdom

Internet address

<http://www.cedr.com>