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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](mailto: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](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](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

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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

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

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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**

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>