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Contract

US_22055 - Media Advertising

University of Sussex

F03: Contract award notice

Notice identifier: 2024/S 000-013111

Procurement identifier (OCID): ocds-h6vhtk-03a329

Published 23 April 2024, 11:37am

Section I: Contracting authority

I.1) Name and addresses

University of Sussex

Brighton

BN1 9RH

Contact

Kelly Feldman

Email

k.feldman@sussex.ac.uk

Country

United Kingdom

Region code

UKJ2 - Surrey, East and West Sussex

Internet address(es)

Main address

www.sussex.ac.uk

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

US_22055 - Media Advertising

Reference number

DN2612

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The contract(s) under tender will cover all types of online and offline advertising services for student recruitment marketing, including, but not limited to, planning and strategy input, platform/channel expertise and advice, making recommendations to meet objectives, buying media space, campaign management, optimisation, tracking, reporting and evaluation.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £2,800,000 taken into consideration

II.2) Description

II.2.1) Title

Lot 1 – Online advertising (Digital)

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ2 - Surrey, East and West Sussex

II.2.4) Description of the procurement

We are seeking a supplier that can support our recruitment objectives from campaign

planning through to delivery. This will be achieved through a detailed knowledge of our

target audiences combined with a deep knowledge of paid for social and search platforms. Activities may range from overarching University level awareness raising and promotion, to

subject area specific activities as well as individual courses.

We work with a roster of design agencies to deliver the creative for many of our campaigns however, creative expertise and support, whether developing initial concepts or adapting existing creative for specific channels is something that we expect the successful bidder to be able to fulfil.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 90

Cost criterion - Name: Costs / Weighting: 10

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

Offline advertising (Out of Home)

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ2 - Surrey, East and West Sussex

II.2.4) Description of the procurement

We will work with an agency to develop and deliver tightly targeted offline/out-of-home awareness and student recruitment campaigns. Activity is usually planned to coincide

with key dates in the recruitment calendar.

- in advance of recruitment events,
- in the run-up to application deadlines
- and for UG students, in advance of Clearing.
- When budgets allow, we also run awareness boosting activity when students are in the research and consideration periods of their university application journey.

The main focus of this activity for prospective students will be to raise awareness of the university, prompt visits to our website and to drive appropriate visitors to the open day booking pages on our website.

We require an agency to work with us to maximise the value of our budgets and help us plan our activity to reach our priority audiences as efficiently as possible.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 90

Cost criterion - Name: Cost / Weighting: 10

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 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: [2023/S 000-006580](#)

Section V. Award of contract

Contract No

US_22055a

Lot No

1

Title

US_22055 - Media Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 22

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

V.2.3) Name and address of the contractor

Anything is Possible Media Limited

Third Floor, Frederick House, 41-46 Frederick Place,

Brighton

BN1 4EA

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £2,016,000 taken into consideration

Section V. Award of contract

Contract No

US_22055b

Lot No

2

Title

Offline advertising (Out of Home)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 15

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

V.2.3) Name and address of the contractor

Meerkat Works Ltd

Brighton

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £1,680,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Sussex

Brighton

Country

United Kingdom