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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](mailto: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](http://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

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**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

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## **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](#)

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## **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

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**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

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## **Section VI. Complementary information**

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

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

University of Sussex

Brighton

Country

United Kingdom