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Tender

## **QUB/2064/21 - Contract for Advertising and Communication Campaigns (Rest of World Market)**

Queen's University Belfast

F02: Contract notice

Notice identifier: 2021/S 000-013287

Procurement identifier (OCID): ocds-h6vhtk-02bb5a

Published 14 June 2021, 9:13am

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

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

Queen's University Belfast

University Road

Belfast

BT7 1NN

#### **Contact**

Angela McCormick

#### **Email**

[a.mccormick@qub.ac.uk](mailto:a.mccormick@qub.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN0 - Northern Ireland

**Internet address(es)**

Main address

<https://www.qub.ac.uk/>

Buyer's address

<https://www.qub.ac.uk/directorates/FinanceDirectorate/visitors/procurement/>

**I.3) Communication**

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

<https://in-tendhost.co.uk/queensuniversitybelfast>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/queensuniversitybelfast>

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

QUB/2064/21 - Contract for Advertising and Communication Campaigns (Rest of World Market)

Reference number

QUB/2064/21

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

- 79341400 - Advertising campaign services

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

Services

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

The University invites tenders for the provision of Advertising and Communication Campaigns (Rest of World Market). The University has a requirement to meet student recruitment targets within International markets. This requirement has been split into two Lots. Economic Operators can submit a tender response for either Lot 1 or Lot 2 or both Lots. Lot 1 Appointment of an International Digital Marketing and Communications Partner for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Lot 2 Provision of specialist Higher Education Media Buying for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland).

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Appointment of an International Digital Marketing and Communications Partner for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and

Rest Of World (excl UK/Ire)

Lot No

1

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

- 79341400 - Advertising campaign services

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

NUTS codes

- UKN0 - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

To develop the University's brand awareness and market positioning amongst its target audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. Development and implementation of integrated multi-channel digital marketing campaigns in South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

12

This contract is subject to renewal

No

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

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

### **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**

Provision of specialist Higher Education Media Buying for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland)

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKN0 - Northern Ireland

Main site or place of performance

Belfast, Northern Ireland

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

Research informed data led annual Higher Education Third Party media buying to support international student recruitment. Scope includes South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

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This contract is subject to renewal

No

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

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

#### **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.1.2) 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

## **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

15 July 2021

Local time

4:00pm

#### **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**

Tender must be valid until: 12 November 2021

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

Date

15 July 2021

Local time

4:01pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 5 years

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

Queen's University Belfast

University Road

Belfast

BT7 1NN

Email

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

Country

United Kingdom

Internet address

<https://www.qub.ac.uk/directorates/FinanceDirectorate/visitors/procurement/>

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

This authority will incorporate a standstill period at the point information on the award of

the contract is communicated to Tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into. The Public Contract Regulations 2015 (SI 2015/102) (as amended) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).