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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

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

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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Options: Yes

Description of options

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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.1.2) 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

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

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).