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Contract

Digital Marketing and Advertising in China

Swansea University

F03: Contract award notice

Notice identifier: 2021/S 000-013374

Procurement identifier (OCID): ocds-h6vhtk-028798

Published 14 June 2021, 2:44pm

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement - VC's Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Contact

James Thomas

Email

j.r.g.thomas@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

www.swansea.ac.uk

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345

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

Digital Marketing and Advertising in China

Reference number

SU27(21)

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 wishes to appoint an external Supplier to help manage university digital platforms in China throughout the year as well as

ad hoc projects as they arise. The appointment requires the Supplier to use their expertise advising on upcoming opportunities, undertaking

competitors' research and being able to produce detailed report on performance and to show return of investment.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £430,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

II.2.4) Description of the procurement

The University wishes to appoint an external Supplier to help manage university digital platforms in China throughout the year as well as ad hoc projects as they arise. The appointment requires the Supplier to use their expertise advising on upcoming opportunities, undertaking competitors' research and being able to produce detailed report on performance and to show return of investment.

The University produces a high volume of advertising materials throughout the year and the appointed Supplier are required to provide fast turnaround and deliver multiple projects at key times during the academic year. The supplier is expected to create and design campaign and perform account management across main digital platforms in China for Swansea, primarily WeChat, Weibo and Baidu. The supplier is expected to provide tailored plans for each platform for Swansea University over 12 month periods.

II.2.5) Award criteria

Quality criterion - Name: Integrated PPC and Programmatic Planning / Weighting: 35

Quality criterion - Name: Experience & Suitability for Higher Education / Weighting: 25

Quality criterion - Name: Client/Agency Relationship / Weighting: 20

Price - Weighting: 20

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

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-000082](#)

Section V. Award of contract

Contract No

SU27(21)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 June 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

PingPong Digital

55 Colmore Row

Birmingham

B32AA

Telephone

+44 7784390070

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £430,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:111220)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom