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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](mailto: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](http://www.swansea.ac.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0345](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

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## **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 preform 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

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## **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](#)

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## **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

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## **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