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Contract

## **The Provision of Media Buying Services**

MAG Airport Limited

F03: Contract award notice

Notice identifier: 2023/S 000-013625

Procurement identifier (OCID): ocds-h6vhtk-038c25

Published 12 May 2023, 3:22pm

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

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

MAG Airport Limited

MAG, 3rd Floor, Olympic House

Manchester

M90 1QX

#### **Email**

[peter.odriscoll@magairports.com](mailto:peter.odriscoll@magairports.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKD33 - Manchester

#### **National registration number**

11748654

**Internet address(es)**

Main address

<http://www.magworld.co.uk>

**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**

Other activity

Airport Related Activity

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**Section II: Object**

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

**II.1.1) Title**

The Provision of Media Buying Services

Reference number

ID5345

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

A media buying agency needs to be appointed which can cover the full mix of digital and offline solutions, allowing a full cross channel multi-functional campaign with a demonstrable ROI plan. Media will need to be purchased and the agency will need to have

access to specific media ?inventory? and platforms to allow MAG to advertise their products

/ messages.

To ensure we are competing and have access to the best forms of media, the media house

will need to work with us directly to understand the objectives, briefs, and budgets.

The media agency will be required to deliver a ?one stop shop? service of planning a media

campaign. The successful bidder will have access to inventory which can only be accessed

through direct buying with a media agency.

#### **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: £900,000

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

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

NUTS codes

- UKD33 - Manchester
- UKF22 - Leicestershire CC and Rutland
- UKH35 - West Essex

Main site or place of performance

Mainly it would probably be Manchester Airport then Stansted Airport then East Midlands Airport

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

The Provision of Media Buying Services

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

Quality criterion - Name: Professional Experience, Capability & Technical Quality /  
Weighting: 100%

Cost criterion - Name: Scenario questions around budget and value / Weighting: 0%

#### **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: [2022/S 000-034893](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

5345

### **Lot No**

0

### **Title**

The Provision of Media Buying Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 8

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

Brighton

BN1 4EA

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

10910014

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: £900,000

Total value of the contract/lot: £900,000

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## **Section VI. Complementary information**

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

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

MAG Group Legal

MAG, 3rd Floor

Manchester

M90 1QX

Country

United Kingdom