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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

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

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

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

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

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