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Contract

## **3872.PS.LWM.23 Cancelled - Advertising - Media Planning and Buying**

University of Sheffield

F03: Contract award notice

Notice identifier: 2024/S 000-013752

Procurement identifier (OCID): ocds-h6vhtk-042587

Published 29 April 2024, 2:25pm

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

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

University of Sheffield

Procurement Office, Arts Tower, Western Bank

Sheffield

S10 2TN

#### **Contact**

Lee Marsden

#### **Email**

[l.w.marsden@sheffield.ac.uk](mailto:l.w.marsden@sheffield.ac.uk)

#### **Telephone**

+44 1142224206

#### **Country**

United Kingdom

**NUTS code**

UKE32 - Sheffield

**Internet address(es)**

Main address

[www.in-tendhost.co.uk/sheffield](http://www.in-tendhost.co.uk/sheffield)

**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

3872.PS.LWM.23 Cancelled - Advertising - Media Planning and Buying

Reference number

3872.PS.LWM.23

#### II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

This tender has been cancelled (29/04/2024)The University of Sheffield would like to work with a single innovative and insight-led media planning and buying agency to advertise the University to our diverse range of audiences. This includes but is not limited to:1. UK Student Recruitment (undergraduate and postgraduate)2. International student recruitment3. Policymakers and funders, Global academics (professors and lecturers), Business leaders and employers4. Apprenticeships targeting 16-18 year olds and employersThe successful agency should have experience and expertise in effectively targeting the above audiences through the following channels:1. Social media advertising2. Paid search advertising3. Mobile advertising4. Display advertising5. Podcast advertising6. TV advertising7. Cinema advertising8. VOD advertising9. Audio advertising10. In-game advertising11. Print advertising12. Out of home advertising13. Any new or relevant platforms to target our audience

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

#### II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79341400 - Advertising campaign services

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

NUTS codes

- UKE32 - Sheffield

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

This tender has been cancelled (29/04/2024)The University of Sheffield would like to work with a single innovative and insight-led media planning and buying agency to advertise the University to our diverse range of audiences. This includes but is not limited to:1. UK Student Recruitment (undergraduate and postgraduate)2. International student recruitment3. Policymakers and funders, Global academics (professors and lecturers), Business leaders and employers4. Apprenticeships targeting 16-18 year olds and employersThe successful agency should have experience and expertise in effectively targeting the above audiences through the following channels:1. Social media advertising2. Paid search advertising3. Mobile advertising4. Display advertising5. Podcast advertising6. TV advertising7. Cinema advertising8. VOD advertising9. Audio advertising10. In-game advertising11. Print advertising12. Out of home advertising13. Any new or relevant platforms to target our audience appropriatelyThe full technical specification can be found in the SQ and ITT documentation which will be available after you have expressed your interest on In-Tend. Tender Process and Documentation:This is an FTS Restricted tender exercise. The SQ and ITT can be downloaded by registering and expressing your interest on the University`s e-tendering system <https://in-tendhost.co.uk/Sheffield>If you have any questions or comments in relation to this tender, they must be submitted via the In-tend System.Your tender response must also be submitted through InTend to arrive by the date and time specified. Late tenders will not be considered.

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

Quality criterion - Name: Quality / Weighting: 80%

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**

Restricted 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: [2023/S 000-036759](#)

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

### **Contract No**

3872.PS.LWM.23

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

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

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

High Court of England, Wales and Northern Ireland

London

Country

United Kingdom