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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

Telephone

+44 1142224206

Country

United Kingdom

NUTS code

UKE32 - Sheffield

Internet address(es)

Main address

www.in-tendhost.co.uk/sheffield

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**

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

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](#)

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)

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