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Tender

T20/38_Media Buying

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2021/S 000-013887

Procurement identifier (OCID): ocds-h6vhtk-02bdb2

Published 18 June 2021, 2:19pm

Section I: Contracting authority

I.1) Name and addresses

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Email

procurement@aru.ac.uk

Country

United Kingdom

NUTS code

UKH3 - Essex

Internet address(es)

Main address

www.aru.ac.uk

Buyer's address

<https://in-tendorganiser.co.uk/angliaruskinuniversity>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendorganiser.co.uk/angliaruskinuniversity>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendorganiser.co.uk/angliaruskinuniversity>

Tenders or requests to participate must be submitted to the above-mentioned address

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

T20/38_Media Buying

Reference number

T20/38

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Anglia Ruskin University is seeking to appoint two media buying agencies to work alongside the Marketing and Brand team to deliver high media campaigns that cut through the crowded HE marketplace and resonate with our prospects.

II.1.5) Estimated total value

Value excluding VAT: £6,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

ARU are seeking to appoint two media buying agencies to work alongside the Marketing and Brand team to deliver high impact media campaigns that cut through the crowded HE marketplace and resonate with our prospects. The University tends to run 'always on' media campaigns in line with the student recruitment cycle, supplemented by bursts of campaign activity at key points in the cycle, including to support Open Days, the UCAS January deadline and the Clearing period. The central Corporate Marketing team is responsible for the attraction and conversion of UK, European (EU) and International students to the full range of UG and PG courses in the four Faculties. Alongside the central campaigns there will also be bespoke campaigns to be developed on behalf of Faculties and other departments in the university. The requirements are:

- Media campaign development, implementation and management
- Customer targeting and insight
- Analytics, insight, data and measurement
- Conversion Rate Optimisation (CRO)
- Digital marketing across a range of channels, including Display, Search, Programmatic, Pay per Click (PPC), Social Media and Broadcast Media
- Direct Mail marketing
- Innovation Media (e.g beta)
- Out of Home (OOH) and Digital Out of Home (DOOH) Media
- Print Media
- Research to inform media buying and targeting

Within the scope of the above, any other media buying and research work the university may require.

- Accreditation with major media providers including, but not limited to, Google and Facebook

There will be an award of Two suppliers to the Framework and the first ranked supplier on award will be awarded the Autumn campaign Recruitment campaign which runs from September 2021 to January 2022. Subsequent requirements will then be run via mini competition as per the call off contract.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 8

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for a further 24 months on a year by year basis

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing

system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 2

In the case of framework agreements, provide justification for any duration exceeding 4 years:

n/a

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.2.2) Time limit for receipt of tenders or requests to participate

Date

19 July 2021

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

28 July 2021

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Anglia Ruskin University Higher Education Corporation

Chelmsford

Email

procurement@aru.ac.uk

Country

United Kingdom