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Contract

## **(NU/1589-27) Chinese Social Media Management**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-014671

Procurement identifier (OCID): ocds-h6vhtk-02c0c2

Published 28 June 2021, 12:22pm

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Contact**

Natalie Morton

#### **Email**

[Natalie.Morton@ncl.ac.uk](mailto:Natalie.Morton@ncl.ac.uk)

#### **Telephone**

+44 1912086220

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.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**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

(NU/1589-27) Chinese Social Media Management

Reference number

DN546160

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The successful supplier is required to have the ability to provide the following services and experience:

Organic social media management

- Day-to-day management of Newcastle University's Weibo, WeChat and YouKu accounts – creating, uploading, scheduling and reviewing content as agreed in monthly client meetings
- Support live-streaming chats with staff/students and virtual open days, when required
- Input and content recommendations for our student content interns.
- The supplier will work alongside our Marketing and China Office teams, attending monthly content planning meetings and reporting back on activity.
- Content production – while most raw content will be supplied by Newcastle University's teams, translation and reformatting will be required and we would expect the appointed agency to complete this.
- Comprehensive monthly reporting on activity including impressions, engagement,

followers, web traffic, and competitor analysis. As well as recommendations for improvements

- Provide recommendations on content best practice and trends
- Provide a named Account Manager
- Out of Scope - Enquiry management on these channels will continue to be handled by colleagues in Newcastle University's China Office.

Paid media

- Have detailed knowledge and demonstrable experience booking paid media on channels used by prospective undergraduate and postgraduate students, including but not limited to placements on:

- o Weibo

- o WeChat

- o Douyin

- o YouKu

- o Baidu

- o Toutiao

- o Zhihu

- Provide detailed campaign attribution and KPI measurements for all media plans
- Provide full campaign reporting and optimisation as part of all media plans
- Provide support on creative optimisation and testing
- Provide regular insight into industry best practice, trends and future placement opportunities
- Provide a single Account Manager for all campaigns

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £27,000 / Highest offer: £102,000 taken into consideration

## **II.2) Description**

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

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

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

NUTS codes

- UK - United Kingdom

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

The successful supplier is required to have the ability to provide the following services and experience:

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  - o WeChat
  - o Douyin
  - o YouKu
  - o Baidu
  - o Toutiao
  - o Zhihu
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- Provide full campaign reporting and optimisation as part of all media plans
- Provide support on creative optimisation and testing
- Provide regular insight into industry best practice, trends and future placement

opportunities

- Provide a single Account Manager for all campaigns

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

Quality criterion - Name: Ability to meet the Requirements / Weighting: 90

Price - Weighting: 10

### **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.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of a dynamic purchasing system

#### **IV.1.6) Information about electronic auction**

An electronic auction will be used

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 129-318079](#)



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

### **Contract No**

NU/1589-27

### **Lot No**

5

### **Title**

(NU/1589-27) Chinese Social Media Management

A contract/lot is awarded: Yes

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

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

22 June 2021

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

TONG

Office 304, Edinburgh House, Vauxhall

London

SE11 5DP

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £27,000 / Highest offer: £102,000 taken into consideration

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## **Section VI. Complementary information**

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

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

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.

### **VI.4.4) Service from which information about the review procedure may be obtained**

Newcastle University

Tyne and Wear

Country

United Kingdom