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Contract

## **T1087 CER Advertising and Marketing**

University of Essex

F03: Contract award notice

Notice identifier: 2025/S 000-014861

Procurement identifier (OCID): ocds-h6vhtk-049909

Published 14 April 2025, 10:53am

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

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

University of Essex

Wivenhoe Park

Colchester

CO4 3SQ

#### **Email**

[procure@essex.ac.uk](mailto:procure@essex.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH3 - Essex

## **Internet address(es)**

Main address

[www.essex.ac.uk](http://www.essex.ac.uk)

## **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**

T1087 CER Advertising and Marketing

Reference number

DN2792

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

- 79341000 - Advertising services

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

Services

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

The University of Essex runs numerous advertising campaigns each year to attract students to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

#### **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: £5,000,000 / Highest offer: £10,000,000 taken into consideration

### **II.2) Description**

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

- 79341400 - Advertising campaign services

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

NUTS codes

- UKH3 - Essex

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

The University of Essex runs numerous advertising campaigns each year to attract students to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

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

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

## **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: [2024/S 000-028708](#)

#### **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

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

### **Contract No**

T1087

A contract/lot is awarded: Yes

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

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

10 April 2025

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

Number of tenders received: 15

Number of tenders received by electronic means: 15

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

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

SMRS Ltd

2 Express, 3 George Leigh Street

Manchester

M4 6BD

Country

United Kingdom

NUTS code

- UKD33 - Manchester

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: £10,000,000

Lowest offer: £5,000,000 / Highest offer: £10,000,000 taken into consideration

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom