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Tender

Media Planning and Buying Services

London Metropolitan University

F02: Contract notice

Notice identifier: 2021/S 000-014955

Procurement identifier (OCID): ocds-h6vhtk-02c1df

Published 30 June 2021, 2:11pm

Section I: Contracting authority

I.1) Name and addresses

London Metropolitan University

166-220 Holloway Road

London

N7 8DB

Contact

Paul Anthony

Email

p.odoherty@londonmet.ac.uk

Telephone

+44 2071334368

Country

United Kingdom

NUTS code

UKI5 - Outer London – East and North East

Internet address(es)

Main address

www.londonmet.ac.uk

I.3) Communication

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

<https://in-tendhost.co.uk/londonmetuni.aspx/Home>

Additional information can be obtained from the above-mentioned address

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

Media Planning and Buying Services

Reference number

LMU2019-1290

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Tender for Media campaign planning, media opportunity consultation and evaluation, media negotiation and buying, and post campaign RoI and impact evaluation.

Please refer to the specification within the tendering document for the full scope of services to be included within facilities and asset management.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Media campaign planning, media opportunity consultation and evaluation, media negotiation and buying, and post campaign RoI and impact evaluation.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £2,000,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend by two further periods of one year each

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: 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

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

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

Date

2 August 2021

Local time

12:00pm

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)

IV.2.7) Conditions for opening of tenders

Date

2 August 2021

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: June 2026

VI.4) Procedures for review

VI.4.1) Review body

London metropolitan University

166-220 Holloway Road

London

N7 8DB

Country

United Kingdom