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Tender

## **T22/47\_Media Buying PG Marketing Campaign**

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2023/S 000-015288

Procurement identifier (OCID): ocds-h6vhtk-03d050

Published 30 May 2023, 3:49pm

### **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](mailto:procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH - East of England

#### **Internet address(es)**

Main address

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

Buyer's address

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

### **I.3) Communication**

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

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

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

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## **Section II: Object**

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

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

T22/47\_Media Buying PG Marketing Campaign

Reference number

T22/47

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

- 79340000 - Advertising and marketing services

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

## Services

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

Please find attached documents relating to the tender for Media Buying PG Marketing Campaign (issued under the restricted procedure) Please note the closing date for your SQ return is 12 noon on 30 June 2023. Tenderers must check that all the documents listed in the contents have been received and are complete in all respects: T22.47\_SQ\_Media Buying PG Marketing Campaign End date for Contract Finder is for information only.

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKH - East of England

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

ARU expect to see an insight and research-led, omnichannel approach with the agency advising on split and weighting of budget, as well as suggestions of beta products, digital innovations and new approaches and content that ARU can adopt to help reach but more importantly inspire PG students in difficult times. We would like to see an agency with detailed experience and expertise in the post-graduate higher education market. ARU would like to see a UK targeted holistic main cycle recruitment and open event (virtual and on campus) campaign to promote all PG courses on offer at our Cambridge, Chelmsford and Peterborough campuses. We would also like the chosen agency to account for the purchasing of any third-party activity recommended as part of an all-encompassing campaign. We would like to see strategies addressing and targeting segments such as career changers and progressors, business audiences, homegrown audiences (e.g. UG to PG progressors), competitor universities and any other growth opportunities the agency would recommend. The proposed contract would be from Late Sept 2023 start to 31 October 2025 with the option to extend for a 1 + 1 x 12-month period.

### **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**

Start date

25 September 2023

End date

31 October 2025

This contract is subject to renewal

Yes

Description of renewals

1 + 1 x 12-months

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

1 + 1 x 12-months

### **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 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

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

Date

30 June 2023

Local time

12:00pm

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

17 July 2023

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

English

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## **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

Bishop Hall Lane

Chelmsford

CM1 1SQ

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under Regulation 87 into the award process. UK Legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the Regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in Regulation 92.