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Contract

Marketing Services

UNIVERSITY OF HULL

F03: Contract award notice

Notice identifier: 2022/S 000-015572

Procurement identifier (OCID): ocds-h6vhtk-030ce2

Published 7 June 2022, 9:12am

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF HULL

Cottingham Road

HULL

HU67RX

Contact

Melissa Upfield

Email

m.a.upfield@hull.ac.uk

Telephone

+44 1482346311

Country

United Kingdom

NUTS code

UKE11 - Kingston upon Hull, City of

Internet address(es)

Main address

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

I.4) Type of the contracting authority

Other type

HE

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services

Reference number

DN1303

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £2,666,666

II.2) Description

II.2.1) Title

Digital Marketing Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

Main site or place of performance

University of Hull

II.2.4) Description of the procurement

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

II.2.5) Award criteria

Quality criterion - Name: Service Requirements / Weighting: 70

Cost criterion - Name: Day Rates and Associated Fees / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

No more than 2 x 12 months

II.2) Description

II.2.1) Title

Out Of Home Marketing Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

Main site or place of performance

University of Hull

II.2.4) Description of the procurement

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

II.2.5) Award criteria

Quality criterion - Name: Service Requirements / Weighting: 70

Cost criterion - Name: Day Rates and Associated Fees / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months

II.2) Description

II.2.1) Title

Creative Marketing Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

Main site or place of performance

University of Hull

II.2.4) Description of the procurement

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

II.2.5) Award criteria

Quality criterion - Name: Service Requirements / Weighting: 70

Cost criterion - Name: Day Rates and Associated Fees / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-001609](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 May 2022

V.2.2) Information about tenders

Number of tenders received: 14

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

V.2.3) Name and address of the contractor

Anything is Possible

Brighton

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

No

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

Total value of the contract/lot: £1,333,333

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 May 2022

V.2.2) Information about tenders

Number of tenders received: 14

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

V.2.3) Name and address of the contractor

McCann Erikson Ltd

West Midlands

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

The contractor is an SME

No

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

Total value of the contract/lot: £1,333,333

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Hull

Hull

Country

United Kingdom