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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](mailto: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

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## **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

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## **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](#)

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## **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

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## **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

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## **Section VI. Complementary information**

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

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

University of Hull

Hull

Country

United Kingdom