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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