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Contract

Creative Strategy and Design Agency Services

University of Portsmouth Higher Education Corporation trading as University of Portsmouth

F03: Contract award notice

Notice identifier: 2022/S 000-015847

Procurement identifier (OCID): ocds-h6vhtk-02f74a

Published 9 June 2022, 10:53am

Section I: Contracting authority

I.1) Name and addresses

University of Portsmouth Higher Education Corporation trading as University of Portsmouth

University House, Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

procurement@port.ac.uk

Country

United Kingdom

NUTS code

UKJ31 - Portsmouth

Internet address(es)

Main address

www.port.ac.uk

Buyer's address

<https://in-tendhost.co.uk/port/asp/Home>

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

Creative Strategy and Design Agency Services

Reference number

21/CM/015

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking for a creative design agency that specialises in creative strategy and its application to multi channel advertising campaigns. Building on our established brand, the University is looking to develop a creative strategy to differentiate itself in the Higher Education marketplace, to grow student numbers, improve brand perceptions and realise its strategic ambitions.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £680,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ31 - Portsmouth

II.2.4) Description of the procurement

We are looking for a creative design agency that specialises in creative strategy and its application to multi channel advertising campaigns. Building on our established brand, the University is looking to develop a creative strategy to differentiate itself in the Higher Education marketplace, to grow student numbers, improve brand perceptions and realise its strategic ambitions. Working with a media agency, we run an always on advertising campaign that covers a range of channels. Whilst the campaign does include some out of home and printed channels, there is a significant focus on digital media, including On Demand, YouTube, social media, search, programmatic, gaming and third party HE websites. Our aim is to create an authentic, meaningful campaign that connects with our target audience, utilising the creative options each channel offers. The first key project will be our undergraduate student recruitment campaign, for 2023 entry. We would be looking to develop a campaign strategy and concepts from the end of February 2022, with implementation to market by the end of April 2022. In addition to this flagship campaign, we also run a number of related campaigns throughout the year. These cover postgraduate, faculty, research and general brand awareness. Full details of the requirements are under the Specification section of the ITT.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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: [2021/S 000-028635](#)

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

8 June 2022

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 11

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 13

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

V.2.3) Name and address of the contractor

Borne Agency

Norwich

NR3 1RB

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £330,000

Total value of the contract/lot: £680,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The University of Portsmouth Higher Education Corporation (trading as the university of Portsmouth)

Portsmouth

Country

United Kingdom