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Contract

## **Adwords, search, display and re-targeting ads from August to October 2022**

University Of Bedfordshire

F03: Contract award notice

Notice identifier: 2022/S 000-016087

Procurement identifier (OCID): ocids-h6vhtk-03457c

Published 13 June 2022, 9:34am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University Of Bedfordshire

University Square

LUTON

LU13JU

#### **Contact**

Beverley Hoare

#### **Email**

[beverley.hoare@beds.ac.uk](mailto:beverley.hoare@beds.ac.uk)

#### **Telephone**

+44 1582743315

#### **Country**

United Kingdom

**NUTS code**

UKH21 - Luton

**Internet address(es)**

Main address

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

**I.4) Type of the contracting authority**

Other type

Education

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Adwords, search, display and re-targeting ads from August to October 2022

Reference number

B Hoare

**II.1.2) Main CPV code**

- 72414000 - Web search engine providers

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Adwords, search, display and retargeting ads from August to October 2022

#### **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: £300,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 72414000 - Web search engine providers

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

NUTS codes

- UKH2 - Bedfordshire and Hertfordshire

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

Adwords, search, display and re-targeting ads from August to October 2022

#### **II.2.5) Award criteria**

Price

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

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Urgent requirement by Marketing Department. For more information please contact [beverley.hoare@beds.ac.uk](mailto:beverley.hoare@beds.ac.uk)

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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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**

31 May 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

#### **V.2.3) Name and address of the contractor**

Google Ireland Limited

Dublin

Country

Ireland

NUTS code

- IE - Ireland

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £300,000

Lowest offer: £299,000 / Highest offer: £300,000 taken into consideration

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## **Section VI. Complementary information**

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

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

University of Bedfordshire

University Square

Luton

LU1 3JU

Country

United Kingdom