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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

Telephone

+44 1582743315

Country

United Kingdom

NUTS code

UKH21 - Luton

Internet address(es)

Main address

www.beds.ac.uk

I.4) Type of the contracting authority

Other type

Education

I.5) Main activity

Education

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

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

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

The procurement is covered by the Government Procurement Agreement: No

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

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