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Contract

PURCH2163 Provision of Framework Agreement for Media Buying Services

University of Glasgow

F03: Contract award notice

Notice identifier: 2023/S 000-016235

Procurement identifier (OCID): ocds-h6vhtk-038c07

Published 8 June 2023, 9:37am

Section I: Contracting authority

I.1) Name and addresses

University of Glasgow

Procurement Office, Tay House

Glasgow

G12 8QQ

Contact

Rhona Wilson

Email

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Telephone

+44 1413304415

Fax

+44 0000000000

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.gla.ac.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00108

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

PURCH2163 Provision of Framework Agreement for Media Buying Services

Reference number

PURCH2163

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Award of PURCH2163 Provision of Framework Agreement for Media Buying Services.

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: £6,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

Award of PURCH2163 Provision of Framework Agreement for Media Buying Services for the period of one year with three options to extend for up to 12 months each.

II.2.5) Award criteria

Quality criterion - Name: Market Insight to Inform Creative Approach / Weighting: 5.5

Quality criterion - Name: Market Penetration / Weighting: 5.5

Quality criterion - Name: Media Plan / Weighting: 5.5

Quality criterion - Name: Brand Promotion and Increase Reputation / Weighting: 5.5

Quality criterion - Name: Sample Response to Request / Weighting: 5.5

Quality criterion - Name: Delivery of Marketing Strategies / Weighting: 5.5

Quality criterion - Name: Improving Market Reach for Prospective Employees / Weighting: 5.5

Quality criterion - Name: Developing a Cohesive Approach to Media Buying / Weighting: 5.5

Quality criterion - Name: Approach to Developing a Brand Awareness Campaign / Weighting: 5.5

Quality criterion - Name: Raising Profile and Visibility of Programmes / Weighting: 5.5

Quality criterion - Name: Interview / Weighting: 10

Quality criterion - Name: Terms and Conditions / Weighting: 5

Price - Weighting: 30

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-034842](#)

Section V. Award of contract

Contract No

PURCH2163

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 June 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Hybrid News Limited

46-48 Queen Charlotte Street

Bristol

BS1 4HX

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £6,000,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:734782)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court & Justice of the Peace Court

1 Carlton Place

Glasgow

G5 9TW

Country

United Kingdom