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Tender

## **PE2022-23/2337 Digital Marketing Framework**

University of Leeds

F02: Contract notice

Notice identifier: 2023/S 000-017132

Procurement identifier (OCID): ocds-h6vhtk-03d6dd

Published 16 June 2023, 10:05am

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

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

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

#### **Contact**

Ben Waters

#### **Email**

[a.b.waters@leeds.ac.uk](mailto:a.b.waters@leeds.ac.uk)

#### **Telephone**

+44 1133434104

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**Internet address(es)**

Main address

<https://www.delta-esourcing.com>

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Leeds:-Marketing-services./84SKRR37GH>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

PE2022-23/2337 Digital Marketing Framework

Reference number

PE2022-23/2337

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

We are seeking to appoint 3 digital marketing agencies to a purchasing Framework to plan and deliver campaigns covering the following media: (1) Display and programmatic advertising (2) Social media advertising. This is a purchasing Framework agreement for 3 Suppliers who will be able to bid for work under this Framework. Work will be awarded under this Framework via a Mini-Competition process between the 3 successful Framework bidders.

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

We are seeking to appoint 3 digital marketing agencies to a purchasing Framework to plan and deliver campaigns covering the following media: (1) Display and programmatic advertising (2) Social media advertising. This is a purchasing Framework agreement for 3 Suppliers who will be able to bid for work under this Framework. Work will be awarded under this Framework via a Mini-Competition process between the 3 successful Framework bidders.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £300,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **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

Framework agreement with several operators

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

21 July 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

21 July 2023

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Leeds:-Marketing-services./84SKRR37GH>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/84SKRR37GH>

GO Reference: GO-2023616-PRO-23212010

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

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

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133434104

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133434104

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133434104

Country

United Kingdom