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Tender

## **The Provision of Media Buying Services**

University of Strathclyde

F02: Contract notice

Notice identifier: 2022/S 000-017597

Procurement identifier (OCID): ocds-h6vhtk-034b63

Published 28 June 2022, 11:08am

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

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

University of Strathclyde

40 George Street, Procurement Department

Glasgow

G1 1QE

#### **Contact**

Amy Irvine

#### **Email**

[amy.irvine@strath.ac.uk](mailto:amy.irvine@strath.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00113](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00113)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

**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**

The Provision of Media Buying Services

Reference number

UOS - 24148 - 2022

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

- 79340000 - Advertising and marketing services

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

Services

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

The University of Strathclyde requires a media agency to provide strategic media consultancy, design media buying plans and schedules for the faculties and to bring marketing activity in line with each faculties strategic intents.

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

Value excluding VAT: £2,480,000

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

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

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

NUTS codes

- UKM82 - Glasgow City

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

The University of Strathclyde requires a Media Buying Agency to provide strategic media consultancy, design media buying plans and schedules for the faculties and to bring marketing activity in line with each faculty's strategic intents.

The appointed media buying partner will be required to deliver targeted, effective and customer-responsive media campaigns. Campaigns which are scheduled to generate high quality leads that the universities marketing and communications teams can convert into applicants. Campaigns are required to have a global reach and target a multifaceted, international student demographic targeted to areas which include but are not limited to China, Thailand, USA, Germany.

The services required included but are not limited to strategic media advice on sector insights, media scheduling (including placement, negotiating rates and coordination with the central and other faculty teams) advising on partnerships/sponsorship opportunities, evaluation of number of leads generated, best copy, regular adjustments to the advertising to gain the best yield, press campaigns, press supplements, search engine advice, online recruitment profiles, Associated advertising options for social media, paid for sponsored advert, boosts, lead generation.

The contracted supplier must have digital marketing expertise and services across channels that cannot currently be managed in-house.

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

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Commercial / Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

At solely the University's discretion, this contract can be extended for two periods of up to 12 months.

#### **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.1.2) Economic and financial standing**

List and brief description of selection criteria

4B.1.2 Bidders will be required to have an average yearly turnover of a minimum of 1,000,000 GBP for the last three (3) years.

4B.5.1-4B.5.3 It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:

Employer's (Compulsory) Liability Insurance = 5,000,000 GBP

Public Liability Insurance = 2,000,000 GBP

Professional Risk Indemnity Insurance = 2,000,000 GBP

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

List and brief description of selection criteria

4C.1.2

Minimum level(s) of standards possibly required

4C.1.2 Bidders will be required to provide examples of services carried out in the past three years that demonstrate that they have the relevant experience to deliver the services as described in part II.2.4 of the Contract Notice or the relevant section of the Site Notice.

The bidder should use the template provided for them to answer the Technical and Professional ability question 4C.1.2 of their SPD (Scotland) response.

The bidder must provide 3 examples from the past 3 years that demonstrates that they can fulfil the requirements outlined under II.2.4 Description of the Procurement within the Contract Notice.

This question will be scored in accordance with the Scoring Methodology noted in Section 4.2 of the ITT document by a technical panel made up of representatives from the Contracting Authority. Once all scores are agreed, an average score will be applied. Please note, the Tenderer must score a minimum of 2 as per the scoring methodology, for the above question, otherwise their offer may be deemed non-compliant and will not be considered further.

## **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: Yes

### **IV.2) Administrative information**

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

Date

28 July 2022

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

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

Date

28 July 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 40781.  
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:696883)

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

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

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G59TW

Country

United Kingdom