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Tender

RB737 Media Buying Framework

Leeds Beckett University

F02: Contract notice

Notice identifier: 2024/S 000-017832

Procurement identifier (OCID): ocds-h6vhtk-046e92

Published 10 June 2024, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

Contact

Russell Brewood

Email

r.brewood@leedsbeckett.ac.uk

Telephone

+44 1138124634

Country

United Kingdom

Region code

UKE42 - Leeds

Internet address(es)

Main address

www.leedsbeckett.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:-Advertising-and-marketing-services./Z2CA68C894>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-Leeds:-Advertising-and-marketing-services./Z2CA68C894>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

RB737 Media Buying Framework

Reference number

RB737

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Leeds Beckett University are looking for suppliers that can provide Media Buying both nationally and internationally.

II.1.5) Estimated total value

Value excluding VAT: £1,200,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

UK Media Buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

- Strategic Planning and Research: Develop comprehensive media strategies that align with the university's goals, ensuring maximum reach and impact.
- Media Buying and Negotiation: Procure advertising space across various channels (digital, print, outdoor, social media, etc.) at the best rates through effective negotiation with media suppliers. Channels include, but are not limited to, Google Search, Meta, TikTok, GDN, YouTube and Snapchat)
- Campaign Management: Oversee the execution of campaigns.
- Performance Tracking and Reporting: Provide detailed analytics and reports on campaign performance, including metrics such as impressions, engagement, conversion rates, and ROI, with access to live dashboards for real-time monitoring.
- Budget Management: Efficiently allocate and manage the university's media budget, ensuring cost-effectiveness and optimal resource utilisation.
- Media Strategy Optimisation: Continuously assess and refine media strategies based on performance data and market trends to improve future campaign outcomes.
- Innovative Solutions: Stay updated with the latest media trends and technologies to offer innovative advertising solutions that can enhance the university's visibility and engagement.

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: £1,100,000

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

2 year framework with a 2 year extension available

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/Z2CA68C894>

II.2) Description

II.2.1) Title

International Media Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

- Strategic Planning and Research: Develop comprehensive media strategies that align with the university's goals, ensuring maximum reach and impact.
- Media Buying and Negotiation: Procure advertising space across various channels (digital, print, outdoor, social media, etc.) at the best rates through effective negotiation with media suppliers.
- Campaign Management: Oversee the execution of campaigns.
- Performance Tracking and Reporting: Provide detailed analytics and reports on campaign performance, including metrics such as impressions, engagement, conversion rates, and ROI, with access to live dashboards for real-time monitoring.
- Budget Management: Efficiently allocate and manage the university's media budget, ensuring cost-effectiveness and optimal resource utilisation.
- Media Strategy Optimisation: Continuously assess and refine media strategies based on performance data and market trends to improve future campaign outcomes.
- Innovative Solutions: Stay updated with the latest media trends and technologies to offer innovative advertising solutions that can enhance the university's visibility and engagement.

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: £140,000

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

2 year framework with a 2 year extension available

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-000000](#)

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

Date

11 July 2024

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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

11 July 2024

Local time

12:00pm

Place

Leeds

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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:

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To respond to this opportunity, please click here:

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GO Reference: GO-2024610-PRO-26524702

VI.4) Procedures for review

VI.4.1) Review body

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Country

United Kingdom