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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: <a href="https://neupc.delta-esourcing.com/respond/Z2CA68C894">https://neupc.delta-esourcing.com/respond/Z2CA68C894</a>

# 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: <u>2023/S 000-000000</u>

### 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:

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

To respond to this opportunity, please click here:

https://neupc.delta-esourcing.com/respond/Z2CA68C894

GO Reference: GO-2024610-PRO-26524702

## VI.4) Procedures for review

VI.4.1) Review body

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

Telephone

+44 1138124634

Country

**United Kingdom**