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Contract

## **Advertising Services**

UNIVERSITY OF SOUTHAMPTON

F03: Contract award notice

Notice identifier: 2023/S 000-018513

Procurement identifier (OCID): ocds-h6vhtk-03a745

Published 29 June 2023, 11:54am

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

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

UNIVERSITY OF SOUTHAMPTON

Highfield Campus, University Road

Southampton

SO171BJ

#### **Contact**

George-Oliver Poole

#### **Email**

[procurement@soton.ac.uk](mailto:procurement@soton.ac.uk)

#### **Telephone**

+44 238059500

#### **Country**

United Kingdom

**Region code**

UKJ32 - Southampton

**UK Register of Learning Providers (UKPRN number)**

10007158

**Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/universityofsouthampton.aspx/Home>

**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**

Advertising Services

Reference number

2022UOS-0438

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

- 79341000 - Advertising services

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

Services

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

The purpose of this contract is for an advertising agency to provide the University of Southampton with media buying that will include purchasing media space, and liaising with media partners, reporting on impact of services and media placement, and in-sector insights with the agency striving to give Southampton a competitive edge and providing the best possible outcomes for

campaigns whilst providing value for money. Paid Search is

managed in house through the university's digital performance analysis team, but we would expect to align our goals and conversion strategy with this team to maximize our market impact.

The Agency shall be capable of providing excellent customer service including strategic and implementation advice and be willing and capable of working in partnership with other agencies and specialists to deliver the media buying aspect of fully

integrated campaigns for the University of Southampton.

#### **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: £8,400,000

## **II.2) Description**

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

NUTS codes

- UKJ - South East (England)

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

This procurement process is being conducted as a Restricted procedure; consisting of both Selection and Invitation to Tender stages.

Stage 1 - Selection Stage: An overall pass mark of 50 % shall apply to this stage. The intention is to arrive at a shortlist of a maximum of five qualified potential suppliers for formal invitation to tender. The maximum number of qualified potential suppliers will be based on the top five scores achieved. Where more than the maximum number of potential suppliers have achieved a top five score (i.e. a tie), all of those potential suppliers will be invited to the Invitation to Tender stage.

Stage 2 - Invitation to Tender (ITT) stage - A maximum of 5 qualified tenderers will be invited to submit formal tenders at this stage

Contract Term: The University proposes to enter into a Contract for seven years this will be the maximum contract period, including any potential extensions with the Potential Supplier.

This will comprise of an initial contract period of three years with an option to extend by a further two years + two years subject to satisfactory performance and at the discretion of the University.

Contract Value: The estimated value of the initial 3-year contract term is in the region of £850,000-£1,200,000 GBP Per Annum (excluding VAT).

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

Quality criterion - Name: Key Personnel / Weighting: 10%

Quality criterion - Name: Consultancy, advice and guidance / Weighting: 10%

Quality criterion - Name: Campaign planning and media buying / Weighting: 10%

Quality criterion - Name: Reporting and Benchmarking / Weighting: 10%

Quality criterion - Name: Media Mistakes / Weighting: 10%

Quality criterion - Name: Exit Management Plan / Weighting: 0%

Quality criterion - Name: Contract Takeover Plan / Weighting: 0%

Quality criterion - Name: Presentations mock brief Response / Weighting: 15%

Quality criterion - Name: Presentations response to quality requirements / Weighting: 15%

Price - Weighting: 20

### **II.2.11) Information about options**

Options: No

### **II.2.14) Additional information**

This contract is NOT suitable for splitting into lots. The risk of dividing the requirement into Lots would render the execution of the contract excessively technically difficult, not cost effective and would undermine proper execution of the contract.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-005203](#)

## **Section V. Award of contract**

### **Contract No**

2022UOS-0438

### **Title**

Advertising Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 June 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

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

#### **V.2.3) Name and address of the contractor**

Hunterlodge Group Ltd

171 High Street,

Rickmansworth, Hertfordshire,

WD3 1AY

Country

United Kingdom

NUTS code

- UKJ32 - Southampton

Companies House

07534447

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £8,400,000

Total value of the contract/lot: £8,400,000

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## Section VI. Complementary information

### VI.4) Procedures for review

#### VI.4.1) Review body

University Of Southampton

Highfield Campus, University road

Southampton

SO171BJ

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