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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

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

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.

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University Of Southampton

Highfield Campus, University road

Southampton

SO171BJ

Email

procurement@soton.ac.uk

Telephone

+44 2380595000

Country

United Kingdom

Internet address

www.southampton.ac.uk