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Tender

## **Marketing and Advertising Services**

UNIVERSITY OF DERBY

F02: Contract notice

Notice identifier: 2023/S 000-018718

Procurement identifier (OCID): ocds-h6vhtk-03ddf8

Published 30 June 2023, 3:31pm

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

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

UNIVERSITY OF DERBY

Kedleston Road

DERBY

DE221GB

#### **Contact**

Procurement Team

#### **Email**

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

#### **Telephone**

+44 1332591094

#### **Country**

United Kingdom

**Region code**

UKF11 - Derby

**Companies House**

3079282

**Internet address(es)**

Main address

<https://www.derby.ac.uk>

**I.3) Communication**

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

<https://www.derby.ac.uk/services/finance/procurement-suppliers-and-tendering/supplier-info/existing-suppliers/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.derby.ac.uk/services/finance/procurement-suppliers-and-tendering/supplier-info/existing-suppliers/>

**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**

Marketing and Advertising Services

#### **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 Derby is seeking to appoint a contractor to manage and deliver marketing and advertising services.

The appointed contractor will be required to work with the University's External Relations department to provide proactive strategic and tactical media buying services to complement the University's core marketing activities. This will include digital and Out of Hours.

#### **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

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

NUTS codes

- UKF1 - Derbyshire and Nottinghamshire

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

The University of Derby is seeking to appoint a contractor for a marketing and advertising contract. The appointed contractor will be required to work with the University's External

Relations department to provide proactive strategic and tactical media buying services to complement the University's core marketing activities. This will include digital and Out of Hours.

The contract duration is for one year from the contract start date with the option to extend for one year plus one further year. The estimated value of the services will be between £500,000 and up to a maximum of £1,500,000 million (excluding VAT) over the one year of the contract.

The appointed contractor will support the University's strategic objectives - including building brand awareness, enhancing engagement and, importantly, increasing student recruitment numbers. The success of this relationship will be measured on the effectiveness of the contractor to support undergraduate and postgraduate recruitment activity, generating enquiries that positively impact application and enrolment figures.

The supplier should have a good understanding of the student journey during the application process and key milestones.

Further details about the service is set out in the tender information.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

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## **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

31 July 2023

Local time

12:00pm

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

English

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

Date

31 July 2023

Local time

12:01pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

University of Derby

Derby

Country

United Kingdom