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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

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

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

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

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