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Contract

## **Media Planning and Buying Services**

University of Bath

F03: Contract award notice

Notice identifier: 2024/S 000-018800

Procurement identifier (OCID): ocds-h6vhtk-0470e6

Published 18 June 2024, 4:05pm

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

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

University of Bath

University of Bath, University of Bath

Bath

BA2 7AY

#### **Contact**

Liam Kilawee

#### **Email**

[l.kilawee@bath.ac.uk](mailto:l.kilawee@bath.ac.uk)

#### **Telephone**

+44 1225385634

#### **Country**

United Kingdom

**Region code**

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

**National registration number**

United Kingdom

**Internet address(es)**

Main address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

Buyer's address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

**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**

Media Planning and Buying Services

Reference number

UOB/Proc/1270

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

- 79413000 - Marketing management consultancy services

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

Services

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

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

Media strategy and planning

Media buying

Monitoring, reporting and evaluation

#### **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: £5,600,000

### **II.2) Description**

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

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

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

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

Media strategy and planning

Media buying

Monitoring, reporting and evaluation

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

Price

#### **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

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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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 259-140324](#)

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

A contract/lot is awarded: Yes

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

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

7 June 2024

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

Number of tenders received: 9

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

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

CRUNCH DMC LIMITED

GF1, Ethos Building, Kings Road

Swansea

SA1 8AS

Email

[emma@unicom.agency](mailto:emma@unicom.agency)

Telephone

+44 7758507481

Country

United Kingdom

NUTS code

- UKL14 - South West Wales

National registration number

06249424

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,400,000

Total value of the contract/lot: £5,600,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=869524344>

GO Reference: GO-2024618-PRO-26637813

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

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

University of Bath

Finance & Procurement Services, University of Bath

Bath

BA2 7AY

Email

[l.kilawee@bath.ac.uk](mailto:l.kilawee@bath.ac.uk)

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