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Tender

Digital and Social Media Agency Services (China)

University of Dundee

F02: Contract notice

Notice identifier: 2021/S 000-019702

Procurement identifier (OCID): ocds-h6vhtk-02d465

Published 13 August 2021, 11:05am

Section I: Contracting authority

I.1) Name and addresses

University of Dundee

Procurement, 3rd Floor, Tower Building, Nethergate

Dundee

DD1 4HN

Email

t.kizeikova@dundee.ac.uk

Telephone

+44 1382386810

Country

United Kingdom

NUTS code

UKM71 - Angus and Dundee City

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00105

I.3) Communication

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

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.publiccontractsscotland.gov.uk

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

Digital and Social Media Agency Services (China)

Reference number

UoD-PF025-TC-2021

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 Dundee (UoD) have a requirement for an expert in Chinese marketing, to provide us with a full digital service. China is our most important international market where we have a small team covering student recruitment, marketing and managing our partnerships with Chinese universities.

II.1.5) Estimated total value

Value excluding VAT: £500,000

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
- 79413000 - Marketing management consultancy services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

II.2.4) Description of the procurement

China is our most important international market where we have a small team covering student recruitment, marketing and managing our partnerships with Chinese universities.

The University of Dundee (UoD) have a requirement for an expert in Chinese marketing, to provide us with a full digital service:

- Specialist knowledge of new and existing Chinese social media platforms.
- Experience of generating excellent return on investment from paid advertising on these platforms.
- Experience of working for international brands, ideally some experience of working for education providers.
- Provide advice on how to align our brand with Chinese social media platforms, adapting to Chinese culture, linguistics and user experiences.
- Provide advice on the right platforms to use for individual campaigns and targets.
- Experts in social media advertising, search engine marketing and programmatic.
- Provide interim campaign reports and recommendations for changes to improve return on investment.
- Provide detailed data reports at the end of individual campaigns and recommendations for future campaigns.
- Provide and apply insights into new platforms and advertising opportunities.
- Be experts at reaching specific target markets through detailed targeting according to age, income, interests etc, targeting prospective students, their parents and industry professionals.
- Be experts at optimizing ad campaigns and driving results.

- Provide advice on content that will resonate with these audiences, whilst also keeping content on brand.
- Generate excellent results, using the right content and budget at the right time.
- Assist us in developing a paid social media strategy and execute the agreed campaigns.

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

36

This contract is subject to renewal

Yes

Description of renewals

Two optional extension of 12 months each. Maximum contract term 60 months (5 years)

II.2.10) Information about variants

Variants will be accepted: No

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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

13 September 2021

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

13 September 2021

Local time

12:30pm

Place

Dundee

Information about authorised persons and opening procedure

Procurement

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4.5 years from award

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=662880.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:662880)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=662880

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sheriff Court

Sheriff Court House, 6 West Bell Street

Dundee

DD1 9AD

Email

dundee@scotscourts.gov.uk

Telephone

+44 1382229961

Country

United Kingdom