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Tender

## **Ravensbourne University London Media buying advertising**

Ravensbourne University London

F02: Contract notice

Notice identifier: 2023/S 000-019861

Procurement identifier (OCID): ocds-h6vhtk-03e0df

Published 11 July 2023, 5:54pm

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

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

Ravensbourne University London

Penrose Way

London

SE10 OEW

#### **Contact**

Margaret Newson

#### **Email**

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

#### **Country**

United Kingdom

**Region code**

UKI - London

**National registration number**

Ravensbourne University London

**Internet address(es)**

Main address

[www.rave.ac.uk](http://www.rave.ac.uk)

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/81165>

**I.3) Communication**

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

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=70587&B=LUPC](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=70587&B=LUPC)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=70587&B=LUPC](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=70587&B=LUPC)

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

Ravensbourne University London Media buying advertising

Reference number

EP194

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

- 79340000 - Advertising and marketing services

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

Services

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

Ravensbourne is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising across brand, recruitment, and bespoke campaigns to help meet strategic recruitment objectives beginning with student recruitment for January 2024 intake onwards.

The University requires integrated brand awareness and direct response campaigns to ensure the Ravensbourne brand is front of mind for more potential students than ever before, across all levels of study.

The successful company is expected to provide researched and strategic campaigns across platforms, which may include traditional media including third party profiles and inventory, national out of home, as well as biddable media including Pay Per Click, display and social media advertising.

#### **II.1.5) Estimated total value**

Value excluding VAT: £900,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

Ravensbourne University London

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

Ravensbourne is looking to recruit an agency for strategic and operational media buying services to deliver paid advertising across brand, recruitment, and bespoke campaigns to help meet strategic recruitment objectives.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £900,000

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

Start date

16 October 2023

End date

15 October 2026

This contract is subject to renewal

Yes

Description of renewals

Potential one year extension

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As per tender documentation

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As per tender documentation

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

10 August 2023

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**

Tender must be valid until: 2 October 2023

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

Date

10 August 2023

Local time

12:00pm

Place

Tenders to be submitted only through e portal - no hard copies will be accepted.

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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**

Royal Courts of Justice

Penrose Way

London

SE10 OEW

Email

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

Country

United Kingdom

Internet address

[www.rave.ac.uk](http://www.rave.ac.uk)