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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): ocids-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

Country

United Kingdom

Region code

UKI - London

National registration number

Ravensbourne University London

Internet address(es)

Main address

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

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

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

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

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

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.

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

Country

United Kingdom

Internet address

www.rave.ac.uk