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Tender

Digital Media Buying Services

University of Greenwich

F02: Contract notice

Notice identifier: 2023/S 000-020003

Procurement identifier (OCID): ocds-h6vhtk-03e145

Published 12 July 2023, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

University of Greenwich

Old Royal Naval College, Park Row, Greenwich

London

SE10 9LS

Contact

Candace Bloomfield

Email

tenders@gre.ac.uk

Telephone

+44 2083318000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.gre.ac.uk

Buyer's address

www.gre.ac.uk

I.3) Communication

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

<https://www.delta-esourcing.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/>

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

Digital Media Buying 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 Greenwich are tendering for a new digital media agency to help us achieve our ambitions to raise our brand's awareness and support our student recruitment. We are looking for a full-service agency who can support us with holistic campaign plans including search, social, out of home and third parties. The yearly campaign budget will be between 550k to 700k inclusive of central, international and faculties, for both main cycle and clearing. The contract duration will be for an initial one-year period, which can be extended twice by one year, to be reviewed at the end of each year.

II.1.5) Estimated total value

Value excluding VAT: £700,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement

The University of Greenwich are tendering for a new digital media agency to help us achieve our ambitions to raise our brand's awareness and support our student recruitment. We are looking for a full-service agency who can support us with holistic campaign plans including search, social, out of home and third parties. The yearly campaign budget will be between 550k to 700k inclusive of central, international and faculties, for both main cycle and clearing. The contract duration will be for an initial one-year period, which can be extended twice by one year, to be reviewed at the end of each year.

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: £700,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Two 12-month periods subject to satisfactory performance

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

Digital media buying agency

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: No

IV.2) Administrative information

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

Date

21 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: 3 February 2024

IV.2.7) Conditions for opening of tenders

Date

21 August 2023

Local time

12:00pm

Place

Greenwich, London

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=795031320>

GO Reference: GO-2023712-PRO-23392807

VI.4) Procedures for review

VI.4.1) Review body

University of Greenwich

Old Royal Naval College, Park Row, Greenwich

London

SE10 9LS

Email

tenders@gre.ac.uk

Telephone

+44 2083318000

Country

United Kingdom