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Contract

## **(NU/1589-65) Chinese Social Media Management**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-020143

Procurement identifier (OCID): ocds-h6vhtk-035557

Published 25 July 2022, 1:05pm

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Contact**

Miss Helen Gayton

#### **Email**

[helen.gayton@ncl.ac.uk](mailto:helen.gayton@ncl.ac.uk)

#### **Telephone**

+44 1912086220

#### **Country**

United Kingdom

**NUTS code**

UKC - North East (England)

**Internet address(es)**

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.uk>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

(NU/1589-65) Chinese Social Media Management

Reference number

DN614812

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

We are looking for a supplier to cover two aspects of our Chinese Social Media Management activity, Organic social media management and paid media campaign support. The supplier is required to have the ability to provide the following services and experience:

Organic social media management

- Have detailed experience managing in country higher education focused social media accounts for the Chinese market
- Day-to-day management of Newcastle University's existing Weibo, WeChat, Douyin and YouKu accounts – creating, uploading, scheduling and reviewing content as agreed in monthly client meetings
- Support the creation and maintenance of a Newcastle University presence on Xiaohongshu (Little Red Book)
- Support live-streaming chats with staff/students and virtual open days, when required
- Monthly content recommendations for our accounts based on wider market trends and competitor insights for:
  - o Potential undergraduate students
  - o Potential postgraduate students
  - o Current students studying in the UK
  - o Our Chinese alumni community
- Attending monthly content planning meetings with internal teams
- Translation and reformatting provided content to be suitable for chosen channels
- Comprehensive monthly reporting on activity including impressions, engagement, followers, web traffic, comment and engagement analysis, competitor analysis and benchmarking. As well as recommendations for improvements

- Provide a named Account Manager

### 2.3.2 Paid media

When paid campaign support is required for Chinese markets, the supplier will be required to provide the following services:

- Have detailed knowledge and demonstrable experience booking paid media on channels used by prospective undergraduate and postgraduate students
- Provide detailed campaign attribution and KPI measurements for all media plans
- Provide full campaign reporting and optimisation as part of all media plans
- Provide support on creative optimisation and testing
- Provide regular insight into industry best practice, trends and future placement opportunities
- Provide translation services for content and landing pages
- Provide a single Account Manager for all campaigns

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £14,000 / Highest offer: £74,000 taken into consideration

## **II.2) Description**

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

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services

- 72212480 - Sales, marketing and business intelligence software development services

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

NUTS codes

- UKC - North East (England)

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

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

Quality criterion - Name: Ability to meet the Requirements / Weighting: P/F

Quality criterion - Name: Ability to meet the Requirements / Weighting: 90

Price - Weighting: 10

### **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**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of a dynamic purchasing system

#### **IV.1.6) Information about electronic auction**

An electronic auction will be used

#### **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: [2020/S 129-318079](#)

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

### **Contract No**

NU/1589-65

### **Lot No**

5

### **Title**

(NU/1589-65) Chinese Social Media Management

A contract/lot is awarded: Yes

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

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

22 July 2022

**V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

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

TONG

Office 304, Edinburgh House, Vauxhall

London

SE11 5DP

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Total value of the contract/lot: £23,040



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## **Section VI. Complementary information**

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

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

Newcastle University

Tyne and Wear

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the

contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who

have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive

knowledge of breach.

**VI.4.4) Service from which information about the review procedure may be obtained**

Newcastle University

Tyne and Wear

Country

United Kingdom