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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

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

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

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](#)

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

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