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Contract

23/038 - Media Buying and Marketing Services

University of Portsmouth

F03: Contract award notice

Notice identifier: 2024/S 000-020409

Procurement identifier (OCID): ocds-h6vhtk-042dfa

Published 4 July 2024, 11:27am

Section I: Contracting authority

I.1) Name and addresses

University of Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

procurement@port.ac.uk

Country

United Kingdom

NUTS code

UKJ31 - Portsmouth

Internet address(es)

Main address

This contract is divided into lots: No

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

Value excluding VAT: £2,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKJ31 - Portsmouth

Main site or place of performance

University of Portsmouth

II.2.4) Description of the procurement

The University of Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 29th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. The University of Portsmouth Marketing, Advancement and Communications Department (MAC) consists of approximately 100 team members over 5 teams: Campaigns and Marketing (CAM), Brand and Corporate Communications (BACC), Alumni and Advancement (AAA), Media and Communications (Media), Web and Digital (W&D) and Recruitment and Outreach (RAO). The department serves 2,000 staff across five faculties and multiple professional services. The Department drives all recruitment activity, brand management and media relations. Over the last few years the University has increased its campaign activity significantly, to support the drive to recruit students - undergraduate (UG) and postgraduate (PG) in a challenging and competitive environment. Our campaign activity includes an always on approach, with a series of call to actions across the 18 month recruitment cycle for undergraduates and 12 month cycle for postgraduates. We also run peaks in brand awareness activity to compliment the recruitment campaign. The CAM and BACC teams provide an in-house account management service for the wider University and act as the main point of contact with the

media agency. The agency will be required to have direct meetings, planning and training sessions with wider members of the Department, but this will be facilitated and coordinated by the team. Full details of the requirements are under the Specification section of this ITT.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75%

Price - Weighting: 25%

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-001650](#)

Section V. Award of contract

Contract No

1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 July 2024

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Education Cubed

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

procurement@port.ac.uk

Telephone

+44 2392848484

Country

United Kingdom