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Contract

Marketing Agency Framework

UNIVERSITY OF SALFORD(THE)

F03: Contract award notice

Notice identifier: 2023/S 000-020955

Procurement identifier (OCID): ocds-h6vhtk-03a414

Published 20 July 2023, 1:41pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF SALFORD(THE)

The Crescent

SALFORD

M54WT

Contact

Olivia Ward

Email

O.H.Ward@salford.ac.uk

Country

United Kingdom

Region code

UKD34 - Greater Manchester South West

Companies House

RC000666

Internet address(es)

Main address

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

Buyer's address

<https://in-tendhost.co.uk/salford/asp/Home>

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

Marketing Agency Framework

Reference number

UoS/OW/22/23/QTR3/Marketing Agency Framework

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Marketing department require the services of a number of creative and marketing agencies to support them in their ongoing marketing and communication initiatives. To ensure the quality of the brand and maintain effectiveness of output we are looking to strengthen our framework with trusted suppliers who can support our strategy and help us to achieve our objectives.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £24,497

II.2) Description

II.2.1) Title

Creative & Strategy

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Creative & Strategy

II.2.5) Award criteria

Quality criterion - Name: Service Delivery / Weighting: 20

Quality criterion - Name: Client Management / Weighting: 20

Quality criterion - Name: Creative Thinking / Weighting: 50

Price - Weighting: 10

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Design & Artwork

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Design & Artwork

II.2.5) Award criteria

Quality criterion - Name: Team Structure & Size / Weighting: 10

Quality criterion - Name: Production Processes / Weighting: 30

Quality criterion - Name: Design Services / Weighting: 45

Price - Weighting: 15

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Media Buying

II.2.5) Award criteria

Quality criterion - Name: Structure & Size of Business / Weighting: 15

Quality criterion - Name: Planning & Measurement / Weighting: 25

Quality criterion - Name: Client Portfolio / Weighting: 25

Quality criterion - Name: Financial Strategy / Weighting: 25

Price - Weighting: 10

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Digital Marketing

Lot No

4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Digital Marketing

II.2.5) Award criteria

Quality criterion - Name: Planning & Strategy / Weighting: 40

Quality criterion - Name: Team Structure & Size / Weighting: 15

Quality criterion - Name: Project Delivery / Weighting: 35

Price - Weighting: 10

II.2.11) Information about options

Options: 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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-003939](#)

Section V. Award of contract

Lot No

1

Title

Creative & Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 20

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

V.2.3) Name and address of the contractor

Waterfall

Salford

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

10932448

The contractor is an SME

No

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

Total value of the contract/lot: £1,260

Section V. Award of contract

Lot No

1

Title

Creative & Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 20

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

V.2.3) Name and address of the contractor

Creative Concern Ltd

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

4582786

The contractor is an SME

No

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

Total value of the contract/lot: £4,705

Section V. Award of contract

Lot No

1

Title

Creative & Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 20

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

V.2.3) Name and address of the contractor

daughter studio ltd.

Leamington Spa

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

10324372

The contractor is an SME

No

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

Total value of the contract/lot: £4,065

Section V. Award of contract

Lot No

1

Title

Creative & Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 20

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

V.2.3) Name and address of the contractor

True North Communications Limited

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

04240580

The contractor is an SME

No

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

Total value of the contract/lot: £2,970

Section V. Award of contract

Lot No

2

Title

Design & Artwork

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 24

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

V.2.3) Name and address of the contractor

NECTAR CREATIVE

LEIGH

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

6630481

The contractor is an SME

No

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

Total value of the contract/lot: £680

Section V. Award of contract

Lot No

2

Title

Design & Artwork

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 24

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

V.2.3) Name and address of the contractor

daughter studio ltd.

Leamington Spa

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

10324372

The contractor is an SME

No

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

Total value of the contract/lot: £1,090

Section V. Award of contract

Lot No

2

Title

Design & Artwork

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 24

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

V.2.3) Name and address of the contractor

Creative Concern Ltd

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

4582786

The contractor is an SME

No

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

Total value of the contract/lot: £2,285

Section V. Award of contract

Lot No

3

Title

Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

Education Cubed Ltd

Brighton

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

08045459

The contractor is an SME

No

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

Total value of the contract/lot: £652

Section V. Award of contract

Lot No

3

Title

Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

Hybrid News Ltd

Bristol

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

06993551

The contractor is an SME

No

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

Total value of the contract/lot: £960

Section V. Award of contract

Lot No

3

Title

Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

SMRS Ltd

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

3365804

The contractor is an SME

No

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

Total value of the contract/lot: £1,540

Section V. Award of contract

Lot No

4

Title

Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

Hybrid News Ltd

Bristol

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

06993551

The contractor is an SME

No

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

Total value of the contract/lot: £540

Section V. Award of contract

Lot No

4

Title

Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

ClickThrough Marketing

Lichfield

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

05017043

The contractor is an SME

No

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

Total value of the contract/lot: £2,250

Section V. Award of contract

Lot No

4

Title

Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

Mediaworks UK Limited

Gateshead

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

6306397

The contractor is an SME

No

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

Total value of the contract/lot: £1,500

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Salford

Salford

Country

United Kingdom