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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/aspx/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: <u>2023/S 000-003939</u>

# 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
Section v. Award of contract
Lot No
Lot No
Lot No 1
Lot No  1 Title
Lot No  1  Title  Creative & Strategy
Lot No  1  Title  Creative & Strategy  A contract/lot is awarded: Yes
Lot No  1  Title  Creative & Strategy  A contract/lot is awarded: Yes  V.2) Award of contract

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** 

Кr	ำก	nt	on
וט	ıу	110	OH

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

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## 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