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Contract

Student Recruitment Marketing - Media Buying and Campaign Services

University of York

F03: Contract award notice

Notice identifier: 2022/S 000-021188

Procurement identifier (OCID): ocds-h6vhtk-02d186

Published 2 August 2022, 8:28pm

Section I: Contracting authority

I.1) Name and addresses

University of York

Heslington

York

YO10 5DD

Contact

Procurement Office

Email

donna.lyon@york.ac.uk

Telephone

+44 1904328207

Country

United Kingdom

NUTS code

UKE21 - York

Internet address(es)

Main address

www.york.ac.uk

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

Student Recruitment Marketing - Media Buying and Campaign Services

Reference number

UY/PROC/829

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of York is pleased to invite tenders from strategically-focussed media buying agencies, for the development and delivery of creative, successful and cost effective student recruitment advertising campaigns that will result in increased lead generation. For the purposes of this tender, a campaign refers to the full end to end process, incorporating some / all of the minimum services listed below. Media buying / advertising services (domestic and international markets); Campaign management; Account management (including reporting); Media insights and intelligence; Creative design (limited to adapting existing campaign content); Copywriting and proofing; Concept development / positioning; Content and creative development and delivery; Media sales and enquiry service. Potential Providers must be able to offer all of the services above to be eligible for participation. Further details are available in the Invitation to Tender documents.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £2,400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKE21 - York

II.2.4) Description of the procurement

As stated in II.1.4

II.2.5) Award criteria

Quality criterion - Name: Quality criteria with sub-criteria as set out in the ITT documents (including presentation) / Weighting: 80

Price - Weighting: 20

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

II.2.14) Additional information

The estimated value is based on the 2 year initial term.

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: [2021/S 000-018967](#)

Section V. Award of contract

Contract No

UY/PROC/829

Title

Student Recruitment Marketing - Media Buying and Campaign Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 December 2021

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Net Natives Ltd

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: £2,400,000

Total value of the contract/lot: £2,400,000

Section VI. Complementary information

VI.3) Additional information

Please note that the values published are the anticipated spend for the 2 year initial term of the contract. The price evaluation was based upon the bidders submitting pricing against two specific campaigns that are typical of the services required. If the contract extension options are taken up, the spend is envisaged to be 1 - 1.2m (GBP) per additional year.

VI.4) Procedures for review

VI.4.1) Review body

University of York Procurement Office

York

Country

United Kingdom