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Contract

PURCON 1007 - Creative Campaign Partner

University of East Anglia

F03: Contract award notice

Notice identifier: 2022/S 000-021319

Procurement identifier (OCID): ocds-h6vhtk-032bea

Published 3 August 2022, 4:14pm

Section I: Contracting authority

I.1) Name and addresses

University of East Anglia

Norwich Research Park, NR4 7TJ

Norwich

NR4 7TJ

Contact

Sian Townshend

Email

s.townshend@uea.ac.uk

Country

United Kingdom

NUTS code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

<https://www.uea.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

PURCON 1007 - Creative Campaign Partner

Reference number

PURCON 1007

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking to refresh and develop our campaign activity to differentiate ourselves in the Higher Education marketplace, to grow student numbers in particular international students in key markets, improve brand perceptions and increase awareness to help realise our strategic ambitions. We are looking to develop our brand and implement it across a range of existing campaign propositions. You will work on and offline across a wide variety of audiences and at all stages of the student journey. You will have experience of developing campaigns for the youth market and their influencers (including career advisors, peers, parents / guardians and teachers / lecturers) for home, EU and International markets. The partner will work as a creative lead across all channels and audiences.

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: £1 / Highest offer: £2,014,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH15 - Norwich and East Norfolk

II.2.4) Description of the procurement

We are looking to refresh and develop our campaign activity to differentiate ourselves in the Higher Education marketplace, to grow student numbers in particular international students in key markets, improve brand perceptions and increase awareness to help realise our strategic ambitions. We are looking to develop our brand and implement it across a range of existing campaign propositions. You will work on and offline across a wide variety of audiences and at all stages of the student journey. You will have experience of developing campaigns for the youth market and their influencers (including career advisors, peers, parents / guardians and teachers / lecturers) for home, EU and International markets. The partner will work as a creative lead across all channels and audiences.

II.2.5) Award criteria

Price

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: Yes

Identification of the project

Creative Campaign Partner

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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: [2022/S 000-009551](#)

Section V. Award of contract

Contract No

PURCON 1007

Title

Creative Campaign Partner

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 July 2022

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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: 5

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

V.2.3) Name and address of the contractor

Jaywing PLC

Albert Works, 71 Sidney Street, Sheffield, England, S1 4RG

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

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: £2,014,000

Total value of the contract/lot: £2,014,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of East Anglia

Norwich Research Park, NR4 7TJ

Norwich

NR4 7TJ

Email

s.townshend@uea.ac.uk

Country

United Kingdom