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Tender

## **Design, Creative & Associated Services - University of Aberdeen**

University of Aberdeen

F02: Contract notice

Notice identifier: 2022/S 000-021531

Procurement identifier (OCID): ocids-h6vhtk-035941

Published 5 August 2022, 11:27am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Aberdeen

University Office, King's College

Aberdeen

AB24 3FX

#### **Email**

[e-sourcing@abdn.ac.uk](mailto:e-sourcing@abdn.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM50 - Aberdeen City and Aberdeenshire

#### **Internet address(es)**

Main address

<http://www.abdn.ac.uk/procurement>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00102](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00102)

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

### **I.4) Type of the contracting authority**

Body governed by public law

### **I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Design, Creative & Associated Services - University of Aberdeen

Reference number

AU22/19

### **II.1.2) Main CPV code**

- 79415200 - Design consultancy services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

It is the intention of the University to establish a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand- related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79930000 - Specialty design services

### **II.2.3) Place of performance**

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

### **II.2.4) Description of the procurement**

It is the intention of the University to establish a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand- related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

### **II.2.5) Award criteria**

Quality criterion - Name: Creativity / Ideas / Weighting: 30

Quality criterion - Name: Project Management / Weighting: 15

Quality criterion - Name: Relevant HE experiences targeted at prospective students / Weighting: 5

Quality criterion - Name: Added value / Weighting: 5

Quality criterion - Name: Presentation / Weighting: 15

Price - Weighting: 30

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

It is anticipated that the Framework agreement will be effective from 1st October for an initial period of 2 years with the option to extend for two (2) further periods, each of 12 months subject to satisfactory annual review and mutual agreement.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

5 September 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

5 September 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 22020.  
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:702471)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Aberdeen Sheriff Court

Aberdeen

Country

United Kingdom