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Contract

Media Buying Services

Middlesex University

F03: Contract award notice

Notice identifier: 2023/S 000-022118

Procurement identifier (OCID): ocds-h6vhtk-03b62d

Published 31 July 2023, 11:06am

Section I: Contracting authority

I.1) Name and addresses

Middlesex University

The Burroughs, Hendon, NW4 4BT

London

Email

upohelp@mdx.ac.uk

Country

United Kingdom

NUTS code

UKI71 - Barnet

Internet address(es)

Main address

www.mdx.co.uk

Buyer's address

<https://www.in-tendhost.co.uk/md>

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

Media Buying Services

Reference number

UPO- 0031

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

To provide marketing and advertising services to the university to increase student intake

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: £3,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKI71 - Barnet

II.2.4) Description of the procurement

To provide Advertising and Marketing services to the University to increase student intake

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: No

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: [2023/S 000-008781](#)

Section V. Award of contract

Contract No

2023/S 000-008781

Title

Media Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 July 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: 3

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

- UKK11 - Bristol, City of

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: £3,000,000

Total value of the contract/lot: £3,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom