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Tender

Provision of Digital Marketing Services to the University of Birmingham

University of Birmingham

F02: Contract notice

Notice identifier: 2022/S 000-022119

Procurement identifier (OCID): ocids-h6vhtk-035ae5

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Section I: Contracting authority

I.1) Name and addresses

University of Birmingham

Chancellor's Court, Edgbaston

Birmingham

B15 2TT

Email

m.duckett@bham.ac.uk

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

www.birmingham.ac.uk/index.aspx

I.3) Communication

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

www.in-tendhost.co.uk/universityofbirmingham.aspx/Home

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.in-tendhost.co.uk/universityofbirmingham.aspx/Home

Tenders or requests to participate must be submitted to the above-mentioned address

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

Provision of Digital Marketing Services to the University of Birmingham

Reference number

FRAM352/22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Birmingham ("the University") invites tenders for the supply of Digital Marketing Services; Lot 1 – Media Buying and Planning (UK and International) Lot 2 – Front-end Development Services Lot 3 – Content Services Lot 4 – UX Design and Development Services The intention is to establish a framework agreement with suitably qualified Supplier(s) who will provide selected Digital Marketing Services needs that cannot be met in-house by its own provision, or where additional knowledge and expertise is required. The requirement shall be split into four Lots, and Suppliers will be able to submit a response for either one or more Lots.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media Buying and Planning (UK and International)

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Provide media buying and planning services that include: • a strategic global media buying service that covers all formats of digital advertising. • a campaign planning service to support low and high budget campaigns, providing regular performance reviews, campaign optimisation and reporting tools that provide real time updates.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

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

No

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

II.2) Description

II.2.1) Title

Front-end Development Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Provide front-end development services to support our major institutional websites. The supplier will:• develop features and components for our websites following best practices, complying with accessibility standards and ensuring they meet a high standard of quality.• have expertise in developing websites/components using react.js.• integrate with and contribute to our existing storybook UI library.• work closely with our existing web product team during any project work.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

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

No

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

II.2) Description

II.2.1) Title

Content Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Provide content services which the University's internal full -service marketing agency does not provide. This includes:• content strategy expertise to develop plans for optimum deployment of content across all channels.• copy writing specifically for the web (incorporating SEO and UX principles).• specialist copywriting across a range of academic disciplines.• expertise in search engine optimisation to improve search, elevate content and build profile.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

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

No

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

II.2) Description

II.2.1) Title

UX Design and Development Services

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Provide UX Design and Development services, to support major University services like its external website, which will include:• Delivery of a robust and proven UX research and discovery process.• Full UI design process expertise.• Expertise around content strategy with a focus on web.• Delivery methodology which focuses on working collaboratively with clients.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

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

No

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

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: Yes

IV.2) Administrative information

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

Date

12 September 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Birmingham

Birmingham

Country

United Kingdom