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Award

## **Media Advertising Services**

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-022257

Procurement identifier (OCID): ocids-h6vhtk-035b46

Published 12 August 2022, 10:31am

### **Section I: Contracting authority/entity**

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

Coventry University

Priory Street

COVENTRY

CV15FB

#### **Contact**

Karen Manyika

#### **Email**

[Procurement@coventry.ac.uk](mailto:Procurement@coventry.ac.uk)

#### **Telephone**

+44 2477650963

#### **Country**

United Kingdom

**Region code**

UKG33 - Coventry

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.coventry.ac.uk/>

Buyer's address

<https://www.coventry.ac.uk/>

**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**

Media Advertising Services

Reference number

PD771-22

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

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

Services

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

Intention to award a Public contract under Regulation 32(2) (b) (iii) of the Public Contract Regulations 2015 for the provision of Media Advertising Services.

### **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: £300,000

## **II.2) Description**

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

- 79341000 - Advertising services
- 79342000 - Marketing services

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

NUTS codes

- UKI - London

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

To create a one year marketing partnership with The O2 arena allowing CU London Greenwich access to their unique combination of media and marketing channels. To purchase the usage of specific media and marketing channels owned and operated by The O2 with an agreed usage frequency. The media marketing channels will be physically at the venue and visible to visitors and team members and marketing channels that The O2 use to push out messaging such as database emails, press releases or mobile phone push notifications. CU London Greenwich will provide the content and design for use on these channels. The main objectives of the purchase of the channel usage is to create brand awareness and drive student recruitment into CU London Greenwich.

### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The works, supplies or services can be provided only by a particular economic operator for the following reason:

Purchase of supplies or services on particularly advantageous terms

The combination of O2 Arena's proximity to CU London Greenwich (approx. 500 metres from the campus) and its media/marketing channel customer reach, provides a uniquely competitive advantage . We do not believe that there is another provider on the North Greenwich Peninsula that can provide this unique combination of channels, that would reach the same number of impressions for the proposed fee and is within close proximity of the CU London Greenwich campus allowing for ease of communication and collaboration.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

13 July 2022

#### **V.2.2) Information about tenders**

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

**V.2.3) Name and address of the contractor/concessionaire**

Ansco Arena

The O2, Peninsula Square

London

SE100DX

Country

United Kingdom

NUTS code

- UKI - London

Companies House

04350252

The contractor/concessionaire is an SME

No

**V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Initial estimated total value of the contract/lot/concession: £553,000

Total value of the contract/lot/concession: £300,000

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## **Section VI. Complementary information**

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

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

Coventry University

Coventry

Country

United Kingdom