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Contract

## **QUB/2064/21 - Contract for Advertising and Communication Campaigns (Rest of World Market)**

Queen's University Belfast

F03: Contract award notice

Notice identifier: 2021/S 000-022263

Procurement identifier (OCID): ocds-h6vhtk-02bb5a

Published 8 September 2021, 12:57pm

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

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

Queen's University Belfast

Procurement Office, University Road

Belfast

BT7 1NN

#### **Contact**

Nora Lagan

#### **Email**

[n.lagan@qub.ac.uk](mailto:n.lagan@qub.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN06 - Belfast

**Internet address(es)**

Main address

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

Buyer's address

<https://www.qub.ac.uk/directorates/FinanceDirectorate/visitors/procurement/>

**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**

QUB/2064/21 - Contract for Advertising and Communication Campaigns (Rest of World Market)

Reference number

QUB/2064/21

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University invites tenders for the provision of Advertising and Communication

Campaigns (Rest of World Market). The University has a requirement to meet student recruitment targets within International markets. This requirement has been split into two Lots. Economic Operators can submit a tender response for either Lot 1 or Lot 2 or both Lots. Lot 1 Appointment of an International Digital Marketing and Communications Partner for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Lot 2 Provision of specialist Higher Education Media Buying for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland).

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,500,000

### **II.2) Description**

#### **II.2.1) Title**

Appointment of an International Digital Marketing and Communications Partner for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excl UK/Ire)

Lot No

1

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

- 79341400 - Advertising campaign services

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

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast, Northern Ireland

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

To develop the University's brand awareness and market positioning amongst its target

audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. Development and implementation of integrated multi-channel digital marketing campaigns in South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

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

Quality criterion - Name: Technical / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

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

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

#### **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**

Provision of specialist Higher Education Media Buying for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland)

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast, Northern Ireland

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

Research informed data led annual Higher Education Third Party media buying to support international student recruitment. Scope includes South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland). Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

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

Quality criterion - Name: Technical / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

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

Options: Yes

Description of options

1 year, subject to a satisfactory review with the option to extend the Contract for a further 48 months.

#### **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 IV. Procedure**

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

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

Open 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-013287](#)

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

### **Contract No**

QUB/2064/21

### **Lot No**

1

### **Title**

Appointment of an International Digital Marketing and Communications Partner for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK

A contract/lot is awarded: Yes

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

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

24 August 2021

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

Number of tenders received: 4

Number of tenders received from SMEs: 2

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: 4

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

#### **V.2.3) Name and address of the contractor**

Natives Online Ltd

21-33 Dyke Road

Brighton

BN1 3FE

Telephone

+44 01273734640

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[https://netnatives.com/en\\_gb](https://netnatives.com/en_gb)

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: £900,000

Total value of the contract/lot: £900,000



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

### **Contract No**

QUB/2064/21

### **Lot No**

2

### **Title**

Provision of specialist Higher Education Media Buying for South East Asia (SEA), The Americas, Middle East and North Africa (MENA), South Asia, and Rest Of World (excluding UK and Ireland).

A contract/lot is awarded: Yes

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

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

24 August 2021

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

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: 2

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

#### **V.2.3) Name and address of the contractor**

Natives Online Ltd

21-33 Dyke Road

Brighton

BN1 3FE

Telephone

+44 01273734640

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[https://netnatives.com/en\\_gb/contact](https://netnatives.com/en_gb/contact)

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: £600,000

Total value of the contract/lot: £600,000

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## **Section VI. Complementary information**

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

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

Queen's University Belfast

University Road

Belfast

BT7 1NN

Email

[procurement@qub.ac.uk](mailto:procurement@qub.ac.uk)

Country

United Kingdom

Internet address

<https://www.qub.ac.uk/directorates/FinanceDirectorate/visitors/procurement/>