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Tender

QUB/2292/22 Contract for a Marketing Campaigns Partner for Domestic Markets (UK and Ireland)

Queen's University Belfast

F02: Contract notice

Notice identifier: 2022/S 000-022345

Procurement identifier (OCID): ocids-h6vhtk-035b84

Published 12 August 2022, 4:31pm

Section I: Contracting authority

I.1) Name and addresses

Queen's University Belfast

Procurement Office, University Belfast

Belfast

BT7 1NN

Email

c.williamson@qub.ac.uk

Telephone

+44 2890973026

Country

United Kingdom

NUTS code

UKN0 - Northern Ireland

Internet address(es)

Main address

www.qub.ac.uk

Buyer's address

www.qub.ac.uk/po

I.3) Communication

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

<https://in-tendhost.co.uk/queensuniversitybelfast/asp/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/queensuniversitybelfast/asp/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

QUB/2292/22 Contract for a Marketing Campaigns Partner for Domestic Markets (UK and Ireland)

Reference number

QUB/2292/22

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University has a requirement for a marketing partner to support Strategic Marketing and Communications achieve the goals and recruitment objectives set out in Strategy 2030. 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 The agency will be responsible for:

- Development and implementation of multi-channel digital marketing campaigns in domestic markets (UK and ROI)
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house marketing and recruitment teams to inform planning, delivery and to optimise marketing performance.

Lot 2 The agency will be responsible for:

- Planning and buying of out of home and audio campaigns in domestic markets (UK and Ireland). This will include researching the opportunities, identifying target audience media consumption habits, assessing environmental factors that could impact on campaign delivery and media buying

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

Lot 1 - Contract for a Digital Marketing Campaigns Partner in domestic markets (UK and Ireland)

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

The University has a requirement for a marketing partner to support Strategic Marketing and Communications achieve the goals and recruitment objectives set out in Strategy 2030. 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 The agency will be responsible for:

- Development and implementation of multi-channel digital marketing campaigns in domestic markets (UK and ROI)
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house marketing and recruitment teams to inform planning, delivery and to optimise marketing performance.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The Contract will initially be for a period of 12 months, subject to satisfactory annual

review, with the option to extend the contract by up to a further 48 months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The Contract will initially be for a period of 12 months, subject to satisfactory annual review, with the option to extend the contract by up to 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

Lot 2 - Contract for an out of home and audio media planning and buying partner in domestic markets

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

The University has a requirement for a marketing partner to support Strategic Marketing and Communications achieve the goals and recruitment objectives set out in Strategy 2030. 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 2 The agency will be responsible for:

- Planning and buying of out of home and audio campaigns in domestic markets (UK and Ireland). This will include researching the opportunities, identifying target audience media consumption habits, assessing environmental factors that could impact on campaign delivery and media buying.
- Robust reporting and advice on out of home and audio opportunities for the University to inform future planning and buying.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The Contract will initially be for a period of 12 months, subject to satisfactory annual review, with the option to extend the contract by up to a further 48 months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The Contract will initially be for a period of 12 months, subject to satisfactory annual review, with the option to extend the contract by up to 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

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

Date

12 September 2022

Local time

4:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

13 September 2022

Local time

10:00am

Place

Belfast

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Queen's University Belfast

University Road

Country

United Kingdom