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Contract

Framework for the Provision of Digital Advertising Services

University of Exeter

F03: Contract award notice

Notice identifier: 2022/S 000-023612

Procurement identifier (OCID): ocids-h6vhtk-0326a7

Published 24 August 2022, 1:27pm

Section I: Contracting authority

I.1) Name and addresses

University of Exeter

Northcote House

Exeter

EX4 4QH

Contact

Jodie Underhay

Email

j.underhay@exeter.ac.uk

Country

United Kingdom

NUTS code

UKK4 - Devon

National registration number

RC000653

Internet address(es)

Main address

<http://www.exeter.ac.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/53042>

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

Framework for the Provision of Digital Advertising Services

Reference number

UOE/2022/037/JU

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Exeter is inviting tenders from suitably qualified and experienced digital advertising agencies who are able to supply all aspects of sourcing, purchasing and monitoring the effectiveness of media space booked for the University of Exeter according to the strategic priorities of the University. We want to build a partnership with agencies to help develop our understanding of how best to reach prospective students in key markets.

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: £12,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKK4 - Devon

II.2.4) Description of the procurement

The University of Exeter is inviting tenders from suitably qualified and experienced digital advertising agencies who are able to supply all aspects of sourcing, purchasing and monitoring the effectiveness of media space booked for the University of Exeter according to the strategic priorities of the University. We want to build a partnership with agencies to help develop our understanding of how best to reach prospective students in key markets.

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

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: [2022/S 000-008205](#)

Section V. Award of contract

Contract No

1

Title

Framework for the Provision of Digital Advertising Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 June 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Hybrid News Limited

46-48 Queen Charlotte Street

Bristol

BS1 4HX

Email

rebecca@hybrid.co

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

GB144996193

The contractor is an SME

Yes

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

Total value of the contract/lot: £12,000,000

Section V. Award of contract

Contract No

2

Title

Framework for the Provision of Digital Advertising Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 June 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

RH Advertising

Richmond Court, Emperor Way

Exeter

EX1 3QS

Email

mitch@rhadvertising.co.uk

Country

United Kingdom

NUTS code

- UKK4 - Devon

National registration number

GB 750 4611 54

The contractor is an SME

Yes

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

Total value of the contract/lot: £12,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

Country

United Kingdom