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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): ocds-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](mailto: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

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## **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

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

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## **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](mailto: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

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### **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](mailto: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

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

London

Country

United Kingdom