This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/024419-2022">https://www.find-tender.service.gov.uk/Notice/024419-2022</a>

#### Contract

# Media Planning & Buying Services Tender

THE UNIVERSITY OF WESTMINSTER

F03: Contract award notice

Notice identifier: 2022/S 000-024419

Procurement identifier (OCID): ocds-h6vhtk-03289b

Published 1 September 2022, 12:04pm

## **Section I: Contracting authority**

## I.1) Name and addresses

THE UNIVERSITY OF WESTMINSTER

309 Regent Street

**LONDON** 

W1B2HW

#### Contact

Alison Sylvestre

#### **Email**

A.Sylvestre@westminster.ac.uk

#### **Telephone**

+44 2079115000

#### Country

**United Kingdom** 

Region code

UKI32 - Westminster

**Companies House** 

00977818

Internet address(es)

Main address

www.westminster.ac.uk

Buyer's address

www.westminster.ac.uk

### 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

Media Planning & Buying Services Tender

Reference number

DN601320

## II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The University appointed a strategic partner marketing agency that will help to deliver effective and targeted UK and international marketing campaigns. This will include media buying and planning services, using a combination of digital (including, but not limited to Search Engine Marketing, Social Media Marketing and display) and offline channels (including Out of Home) to achieve campaign and brand objectives.

#### II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £200,000 / Highest offer: £350,000 taken into consideration

### II.2) Description

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

The University appointed a Service Provider to deliver full media planning and buying activity.

#### II.2.5) Award criteria

Price

#### II.2.11) Information about options

Options: 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 000-008704

## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

1 August 2022

#### V.2.2) Information about tenders

Number of tenders received: 7

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

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

Hunterlodge Advertising

Hertfordshire

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

Companies House

2936966

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: £300,000

Lowest offer: £200,000 / Highest offer: £350,000 taken into consideration

# Section VI. Complementary information

# VI.4) Procedures for review

VI.4.1) Review body

University of Westminster

London

Country

United Kingdom