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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](mailto: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](http://www.westminster.ac.uk)

Buyer's address

[www.westminster.ac.uk](http://www.westminster.ac.uk)

**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**

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

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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 000-008704](#)

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## **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

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## **Section VI. Complementary information**

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

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

University of Westminster

London

Country

United Kingdom