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Planning

University Brand Refresh

University of Bristol

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2023/S 000-024567

Procurement identifier (OCID): ocids-h6vhtk-03f5c0

Published 22 August 2023, 9:01am

Section I: Contracting authority

I.1) Name and addresses

University of Bristol

4th Floor, Augustine's Courtyard, Orchard Lane

Bristol

BS1 5DS

Email

procurement-office@bristol.ac.uk

Telephone

+44 01179289000

Country

United Kingdom

Region code

UKK11 - Bristol, City of

Internet address(es)

Main address

www.bristol.ac.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://tenders.bris.ac.uk>

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

University Brand Refresh

Reference number

Mar-2308-001-PC_1655

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Bristol wishes to inform the market of a forthcoming tendering opportunity to appoint an agency to refresh the University brand.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKK11 - Bristol, City of

Main site or place of performance

Bristol

II.2.4) Description of the procurement

This Prior Information Notice is to inform the market of a forthcoming tendering opportunity.

The University of Bristol (UoB) will be looking for an agency to work in partnership to achieve a refreshed brand that resonates with its core audiences and represents its values and strategy. This requires a reworking of the University's identity shaped in consultation with its vast and varied communities.

The scope of the work needs to be fully defined, whether it is a complete rebrand or a minor refresh.

UoB will be looking to the appointed agency to identify the most appropriate approach and work together to agree the specifics. UoB is aware of the need to clearly communicate what the University stands for, what it achieves, what it means to people, and the impact it has across the world.

Differentiation from other Higher Education institutions is key.

Based on recommendations from comprehensive recent market research, the successful agency should present to us a revised strategic positioning for the brand and a new visual identity and narrative that will reflect the approach.

No response to this PIN is required from the market. To be informed of when this tendering opportunity is live, please ensure that your organisation is registered on the University's tendering portal at <https://tenders.bris.ac.uk>. The contract notice for this opportunity is expected to be published in September 2023.

II.2.5) Award criteria

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

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.2.14) Additional information

In issuing this Prior Information Notice and seeking to inform the market, the University of Bristol makes no commitment to undertake this procurement.

II.3) Estimated date of publication of contract notice

18 September 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

Country

United Kingdom