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Contract

QUB/2264/22 International Digital Marketing and Communications Partner for China

Queen's University Belfast

F03: Contract award notice

Notice identifier: 2022/S 000-024575

Procurement identifier (OCID): ocds-h6vhtk-033eb4

Published 2 September 2022, 9:44am

Section I: Contracting authority

I.1) Name and addresses

Queen's University Belfast

Procurement Office

Belfast

BT7 1NN

Contact

Nora Lagan

Email

n.lagan@qub.ac.uk

Country

United Kingdom

NUTS code

UKN - Northern Ireland

Internet address(es)

Main address

www.qub.ac.uk

Buyer's address

www.qub.ac.uk/po

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

QUB/2264/22 International Digital Marketing and Communications Partner for China

Reference number

QUB/2264/22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Queen's University Belfast requires a digital marketing and communications partner for the China market, to develop the University's brand awareness and market positioning amongst its target audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. The partner agency will be responsible for:

- Development and implementation of integrated multi-channel digital marketing and content plans in China
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

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: £820,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79530000 - Translation services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast

II.2.4) Description of the procurement

Queen's requires a digital marketing and communications partner for the China market, to develop the University's brand awareness and market positioning amongst its target audiences, increase consideration levels and drive lead generation for the University's range of international programmes to support its ambitious student recruitment targets. The partner agency will be responsible for:

- Development and implementation of integrated multi-channel digital marketing and content plans in China
- Robust reporting and digital advice and guidance on an ongoing basis to the University's in-house and in-market teams to inform planning, delivery and to optimise marketing performance.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30%

II.2.11) Information about options

Options: Yes

Description of options

The contract will be for an initial period of 12 months and subject to satisfactory annual review may be extended by up to a further 48 months.

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 000-014351](#)

Section V. Award of contract

Contract No

QUB/2264/22

Title

Contract for an International Digital Marketing and Communications Partner for China

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 August 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

PingPong Digital Ltd

55 Colmore Row

Birmingham

B3 2AA

Telephone

+44 1212740399

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.pingpongdigital.com>

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: £820,000

Total value of the contract/lot: £820,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Queen's University Belfast

Belfast

BT7 1NN

Email

procurement@qub.ac.uk

Country

United Kingdom

Internet address

<https://www.qub.ac.uk/directorates/FinanceDirectorate/visitors/procurement/>