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Contract

## Provision of Media Buying

The University of Central Lancashire

F03: Contract award notice

Notice identifier: 2021/S 000-025124

Procurement identifier (OCID): ocds-h6vhtk-028e5b

Published 7 October 2021, 10:45pm

## Section I: Contracting authority

### I.1) Name and addresses

The University of Central Lancashire

Preston

#### Email

[nismail4@uclan.ac.uk](mailto:nismail4@uclan.ac.uk)

#### Country

United Kingdom

#### NUTS code

UKC - North East (England)

#### Internet address(es)

Main address

[www.uclan.ac.uk](http://www.uclan.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**

Provision of Media Buying

#### **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 are looking to appoint an experienced agency for the provision of both digital and offline media buying.

#### **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: £5,000,000

## **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKD - North West (England)

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

The University are looking to appoint an experienced agency for the provision of both digital and offline media buying.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: Yes

Description of options

The University has an option to extend for an additional 2 x 12 month periods after the initial term

#### **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: [2021/S 000-001797](#)

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## Section V. Award of contract

### Title

Provision of Media Buying

A contract/lot is awarded: Yes

### V.2) Award of contract

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

2 August 2021

#### V.2.2) Information about tenders

Number of tenders received: 9

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

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

McCann Central

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £5,000,000

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## **Section VI. Complementary information**

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

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

University of Central Lancashire

Preston

Country

United Kingdom