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Contract

## **T20/38\_Media Buying**

Anglia Ruskin University Higher Education Corporation

F03: Contract award notice

Notice identifier: 2021/S 000-025250

Procurement identifier (OCID): ocids-h6vhtk-02bdb2

Published 8 October 2021, 4:13pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Email**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH3 - Essex

#### **Internet address(es)**

Main address

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

Buyer's address

<https://in-tendorganiser.co.uk/angliaruskinuniversity>

#### **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**

T20/38\_Media Buying

Reference number

T20/38

##### **II.1.2) Main CPV code**

- 79341000 - Advertising services

##### **II.1.3) Type of contract**

Services

##### **II.1.4) Short description**

Anglia Ruskin University is seeking to appoint two media buying agencies to work alongside the Marketing and Brand team to deliver high media campaigns that cut through the crowded HE marketplace and resonate with our prospects.

##### **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: £12,000,000

**II.2) Description****II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

Main site or place of performance

Chelmsford, Essex

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

ARU are seeking to appoint two media buying agencies to work alongside the Marketing and Brand team to deliver high impact media campaigns that cut through the crowded HE marketplace and resonate with our prospects. The University tends to run 'always on' media campaigns in line with the student recruitment cycle, supplemented by bursts of campaign activity at key points in the cycle, including to support Open Days, the UCAS January deadline and the Clearing period. The central Corporate Marketing team is responsible for the attraction and conversion of UK, European (EU) and International students to the full range of UG and PG courses in the four Faculties. Alongside the central campaigns there will also be bespoke campaigns to be developed on behalf of Faculties and other departments in the university. The requirements are:

- Media campaign development, implementation and management
- Customer targeting and insight
- Analytics, insight, data and measurement
- Conversion Rate Optimisation (CRO)
- Digital marketing across a range of channels, including Display, Search, Programmatic, Pay per Click (PPC), Social Media and Broadcast Media
- Direct Mail marketing
- Innovation Media (e.g beta)
- Out of Home (OOH) and Digital Out of Home (DOOH) Media
- Print Media
- Research to inform media buying and targeting
- Within the scope of the above, any other media buying and research work the university may require.
- Accreditation with major media providers including, but not limited to, Google and Facebook

There will be an award of Two suppliers to the Framework and the first ranked supplier on award will be awarded the Autumn campaign Recruitment campaign which runs from September 2021 to

January 2022. Subsequent requirements will then be run via mini competition as per the call off contract.

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

Price

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

Options: Yes

Description of options

Option to extend for a further 24 months on a year by year basis

#### **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**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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 000-013887](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Media Buying Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

17 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

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

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

Net Natives Ltd

Lees House, Dyke Road,

Brighton

BN1 3FE

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

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: £120,000,000

Total value of the contract/lot: £12,000,000

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## **Section V. Award of contract**

### **Contract No**

2

### **Title**

Media Buying Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

17 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

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

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

Hybrid News Ltd

46-48 Queen Charlotte Street

Bristol

BS1 4HX

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

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: £120,000,000

Total value of the contract/lot: £12,000,000

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## **Section VI. Complementary information**

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

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

Anglia Ruskin University Higher Education Corporation

Chelmsford

Email

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

Country

United Kingdom