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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): ocds-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

Country

United Kingdom

NUTS code

UKH3 - Essex

Internet address(es)

Main address

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

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

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](#)

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

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

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

Country

United Kingdom