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Contract

ITT284 Appointment of Creative Agency for Recruitment Creative Campaign

University of Northampton

F03: Contract award notice

Notice identifier: 2021/S 000-026686

Procurement identifier (OCID): ocds-h6vhtk-02ab39

Published 25 October 2021, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

University of Northampton

University Drive

Northampton

NN1 5PH

Contact

Julia Gough

Email

procurement@northampton.ac.uk

Telephone

+44 7725724199

Country

United Kingdom

NUTS code

UKF24 - West Northamptonshire

Internet address(es)

Main address

www.northampton.ac.uk

Buyer's address

<https://in-tendhost.co.uk/universityofnorthampton/>

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

ITT284 Appointment of Creative Agency for Recruitment Creative Campaign

Reference number

ITT284

II.1.2) Main CPV code

- 79930000 - Specialty design services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Northampton is looking to contract a Creative Agency to create a 60 month creative strategy and campaign across three recruitment cycles 2023, 2024 and 2025 that promotes and raises awareness and increase year on year applications to the University of Northampton across multiple touchpoints which will include creative advertising assets across various channels, prospectus, and assets throughout the recruitment cycle to include print, media and event materials. The produced materials will need to core drive visitors to the University website where they can register to visit for a campus open day, find out more about courses, the university campus, the town of Northampton and the benefits and opportunities of studying with us.

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: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services
- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKF24 - West Northamptonshire

Main site or place of performance

Northampton

II.2.4) Description of the procurement

The University of Northampton is looking to contract a Creative Agency to create a 60 month creative strategy and campaign across three recruitment cycles 2023, 2024 and 2025 that promotes and raises awareness and increase year on year applications to the University of Northampton across multiple touchpoints which will include creative advertising assets across various channels, prospectuses, alongside print, media and event materials throughout the recruitment cycle. The produced materials will need to core drive visitors to the University website where they can register to visit for a campus open day, find out more about courses, the university campus, the town of Northampton and the benefits and opportunities of studying with us. Over the last 3 years we have worked on a campaign that has been very different to the traditional HE approach focussing on what the youth market engage with rather than what traditionally the sector believes they will engage with. The UON Marketing Team are seeking a creative agency who can develop an overarching strategy across all touchpoints and creatively evolves during the contract period to develop the campaign taking it to the next level. We are looking for a campaign that will reflect the look and feel of the website, it will be an evolution of the current campaign messaging and visuals and develop the brand messaging that the audience has become familiar with. We feel that we are in a strong position from a brand awareness perspective and want our future strategy to build upon this success. The strategy and campaign messaging will need to work across multiple channels which will include photography, advertising assets, on campus open day visuals, Exhibition materials, Prospectus and other communications such as direct mail and event handouts. For our advertising this will include display and social channel assets, a commercial which will be used across including VOD, YouTube and audio content which can be across radio and audio platforms. All content produced will need to be targeted to the audience which will include undergraduate and postgraduate targeting. The contracted creative agency should offer strong account management skills and work closely with the UON Marketing Team. This should include clear communication and the ability to

manage multiple projects whilst working to a supplied media schedule to ensure all deadlines are met whilst ensuring that budget allocation and spend is monitored.

II.2.5) Award criteria

Quality criterion - Name: Fit for purpose, Capability and Social Impact / Weighting: 64

Cost criterion - Name: Commercial / Weighting: 36

II.2.11) Information about options

Options: No

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

The University envisages entering a 4-year contract with the option to extend entirely at the University discretion for a further 18 month. The value in II.1.7, £400,000 is based on the initial Contract period of 48 months with the possibility for up an 18 month extension at a value of £100,000 giving a maximum total of £500,000 over a period of 5 years and 6 months.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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 000-009160](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 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: 4

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

Daughter Studio

14a The Parade

Leamington Spa

CV32 4DW

Country

United Kingdom

NUTS code

- UKG13 - Warwickshire

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: £400,000

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom

