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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](mailto:procurement@northampton.ac.uk)

#### **Telephone**

+44 7725724199

#### **Country**

United Kingdom

**NUTS code**

UKF24 - West Northamptonshire

**Internet address(es)**

Main address

[www.northampton.ac.uk](http://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

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## **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.

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## **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](#)

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## **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

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

High Court

London

Country

United Kingdom